



Centers of Excellence for Breastfeeding Model in Viet Nam



To be a center of excellence, a facility must...



Counsel and support mothers to initiate breastfeeding within 90 minutes postpartum by conducting proper early essential newborn care for all deliveries



Counsel and ensure exclusive breastfeeding at hospital discharge



Not promote breastmilk substitutes



Disclaimer: The map does not reflect a position by agencies on the legal status of any country or area or the delimitation of any frontiers.

About the designation

What are Centers of Excellence for Breastfeeding?

Hospitals can receive this designation if they create an environment that is breastfeeding-friendly. This involves promoting skin-to-skin contact for newborns, ensuring that mothers can successfully initiate early breastfeeding, and enabling mothers to exclusively breastfeed regardless of whether they delivered vaginally or via C-section. This designation is a good reference when families are deciding where to deliver. Center of Excellence for Breastfeeding initiative aims to realize the WHO and UNICEF's recommendation to integrate Baby Friendly Hospital Initiative more fully into the healthcare system to ensure that all facilities in a country implement the Ten Steps.

Who assigns this designation?

Central hospitals are accredited by the Ministry of Health (MOH), and provincial and district hospitals are accredited by provincial Departments of Health (DOHs). Multiple groups are involved in the comprehensive evaluations of a hospital's candidacy to be deemed a Center of Excellence, including independent assessors and women who recently delivered at the facility.

What happens after receiving the designation?

After a hospital has been evaluated and meets the relevant criteria, it receives a standardized signboard with a recognizable logo for public display. The accreditation is also published in the media and on breastfeeding community social media platforms. The accreditation can be withdrawn if the hospital fails to meet the



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Legal framework

What regulations support Centers of Excellence for Breastfeeding?

Government Decree No. 100 (2014). Regulates the trade and use of breastmilk substitutes, feeding bottles, and pacifiers for young children.

Ministry of Health's Decision No. 4673 (2014) and 6734 (2016). Approves the guidelines for maternal and early essential newborn care during and after birth for vaginal and cesarean deliveries.

Ministry of Health's Decision No. 6858 (2016). Issues the National Hospital Standards and Accreditation that institutionalizes the World Health Organization's Ten Steps to Successful Breastfeeding in Criteria E1.3.

Ministry of Health's Circular No. 38 (2016). Promotes breastfeeding in health facilities and designates baby-friendly hospitals.

Ministry of Health's Decision No. 3451 (2019). Approves the guideline on designation criteria and mechanism for Centers of Excellence for Breastfeeding.

Accreditation

What are the essential accreditation components?

360° demand-push accreditation. The accreditation is a recognizable indicator of outstanding care for mothers deciding where to deliver their baby. This in turn encourages hospitals to continue iterating and improving their care, creating a cycle of advancement and progress.

Application of real-time mobile phone surveys.

The use of real-time surveys conducted over the phone helps regularly monitor compliance and rapidly adjust designations as needed. The system also helps validate self-reported data on early essential newborn care and early initiation of breastfeeding.

District hospital expansion. Expanding beyond obstetrics and pediatric hospitals aims to catalyze productive competition among hospitals in cultivating supportive breastfeeding services for mothers, while decreasing overload among central and provincial hospitals.

What is the accreditation process?

Below are the steps involved in accrediting a hospital.

- 1 Hospitals achieve Grade 4 in Criterion E1.3 on breastfeeding
- 2 Hospitals sign up for the Centers of Excellence for Breastfeeding (CoE) Initiative
- 3 MOH/DOH/CDC establishes the CoE assessment team and assign personnel to conduct mother phone survey
- 4 CoE assessment and quarterly mother phone survey conducted
- 5 CoE designation for hospitals meeting the criteria and maintaining good mother survey
- 6 Annual self - assessment conducted by CoEs and every five-year re-assessment by MOH/DOH/CDC

Post-accreditation

How is the accreditation reviewed and maintained?

Hospital maintains annual internal performance monitoring

Mother phone survey continues quarterly

Full reassessment five year post-accreditation

Accreditation criteria

Hospitals are eligible to be designated as Centers of Excellence for Breastfeeding if they meet the following rigorous criteria:

- ✓ Criterion 1. Achieve Grade 4 in Criterion E1.3 on breastfeeding, as stipulated in the National Hospital Standards and Accreditation.
- ✓ Criterion 2. Meet the independent qualification for supportive supervision of early essential newborn care (EENC) and breastfeeding.
- ✓ Criterion 3. Receive positive feedback from quarterly patient satisfaction surveys conducted via mobile phones with mothers after hospital discharge.



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Accreditation tools

Criterion 2 Checklists

Checklist #	Checklist Name	Notes
Checklist 1	Interviewing pregnant women ≥ 7 months	"Pass" if 4/5 interviewed women getting $\geq 7/9$ scores
Checklist 2	Observing early essential newborn care during and after vaginal deliveries (breathing babies)	"Pass" if 3/3 observed cases getting $\geq 72/80$ scores
Checklist 3	Observing early essential newborn care during and after C-section deliveries (breathing babies)	"Pass" if 2/2 observed cases getting $\geq 40/44$ scores
Checklist 4	Interviewing post-partum mothers of full-term babies	"Pass" if 8/10 interviewed mothers getting $\geq 15/18$ scores
Checklist 5	Observing mothers breastfeeding their babies	"Pass" if 4/5 observed mothers getting $\geq 23/28$ scores
Checklist 6	Observing health staff counseling on breastfeeding practices	"Pass" if all requirements are met
Checklist 7	Hospital Quality Criterion on Breastfeeding	"Pass" if all requirements are met
Checklist 8	Breastfeeding enabling environment	

Scoring: "Pass" if all eight required checklist results are "Pass".

Criterion 3 Interview Questions

Questions	Criteria
1. Demographic questions: vaginal or C-section deliveries, full-term or pre-term (less than 37 gestational age) babies, gender, ethnicity, birth companion of choice or not,	
2. Was s/he placed on your chest/abdomen for skin-to-skin immediately after birth?	"Pass" if the response « Yes » $\geq 80\%$ among vaginal deliveries and $\geq 50\%$ among C-section deliveries
3. How long was s/he in skin-to-skin contact with you?	"Pass" if the response « Above 90 minutes » $\geq 80\%$ among vaginal deliveries and $\geq 50\%$ among C-section deliveries
4. How long after birth was your child returned to stay with you?	"Pass" if the response « Under 90 minutes » $\geq 95\%$ among vaginal deliveries
5. Was your child breastfed within 90 minutes after birth?	"Pass" if the response « Yes » $\geq 80\%$ among vaginal deliveries and $\geq 50\%$ among C-section deliveries
6. Was your child given water or formula milk during the hospital stay?	"Pass" if the response « No » $\geq 90\%$ among vaginal deliveries and C-section deliveries
7. When you needed breastfeeding support during your hospital stay, did you receive it from doctors and nurses?	"Pass" if the response « Yes » $\geq 80\%$ among vaginal deliveries and C-section deliveries
8. Did doctors and nurses in the hospital counsel you to use formula milk?	"Pass" if the response « No » is 100% among vaginal deliveries and C-section deliveries (except correctly prescribed by doctors)
9. Did you see any forms of marketing of formula milk, feeding bottles and pacifiers in the hospital?	"Pass" if the response rate of « No » is 100%

Scoring: "Pass" if all criteria are "Pass".