**Application form Achieving Sustainability:**

**The Gold Award**

**(January 2025 – May 2026)**

**Introduction**

The Achieving Sustainability assessment is available to services that have achieved a positive result at re-assessment by meeting all, or almost all, of the Baby Friendly standards and with the agreement of the Designation Committee. The application should be made only after the full leadership team has given due consideration to the standards, including whether these are considered to be achievable and sustainable. By completing this form, you will enable us to review the actions you have taken to implement the Achieving Sustainability standards. The information that you provide will help us to guide you as you progress through the assessment process. Therefore, please provide information which is as full as possible in relation to each section.[[1]](#footnote-2)[[2]](#footnote-3)

🖳 To help you complete this form, please refer to the Achieving Sustainability Guidance document available to download from [unicef.uk/sustainability](https://www.unicef.org.uk/babyfriendly/accreditation/achieving-sustainability/?utm_source=shorturl&utm_medium=shorturl&utm_campaign=bf_shorturl)

**What do I do once I am ready to submit?**

Please contact the Baby Friendly office to arrange an assessment date. You will be asked to complete the checklist in the “Should we go for the Gold Award?” infosheet so that we can establish that you are ready for the assessment. Once we have confirmed that it would be suitable to proceed, we will consider a suitable date with you. You will need to plan the date carefully as we will need to be able to interview you as the Baby Friendly Lead, the Head of Service and Baby Friendly Guardian by phone in the afternoon.

When arranging an assessment date, we will also send you a booking form which needs to be completed to enable payment for this assessment, and we will request some further background information via email for your organisation.

**Declaration and submission**

The application formshould be signed by the Head of Service, Guardian and Baby Friendly Lead who will confirm the leadership team’s agreement with the submission and the information provided.

You will need to send a copy of this form and related documents at least **two weeks before the assessment date** and complete the list below of all additional documents. Please read the guidance document section on sending your application for more information.

**Transition to the revised standards**

Changes to some of the ‘foundation standards’ are expected as part of the move to the revised standards. These include:

- A strategy group\*

- A Guardian\*

- Data sharing - pregnancies and new births

- Handover from acute services

- Training – annual updates for all, training for commissioned service workers

- Consideration of population needs

- Co-design of services.

*\*Required for a Gold service*

**For assessments booked:**

**January 2025 – May 2025**

These foundation standards do not need to be fully implemented at this stage; however we ask that you submit an action plan with suitable timelines to demonstrate how you plan to implement these.

Standards for staff and mothers assessed by interview do not need to be met; we will continue to use assessment tools based on the previous standards (2019 audit tools).

**June 2025 – May 2026**

Foundation standards as above **–** an action plan will be reviewed.

Staff and mother standards assessed using the new assessment tools (2024 audit tool) with a 50% requirement. Internal audits presented will need to meet 50%.

**June 2026 – onwards**

All standards to be met in full.

**All** revised standards are highlighted in a grey box in the guidance and application form for clarity.

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| **Organisation name:** |  |
| **Lead** **Contact name, email & telephone:**  |  |
| **Head of Service****Contact name, email & telephone:** |  |
| **Date of successful re-assessment** |  |
| **Achieving Sustainability assessment date** |  |

**When you are completing the application, it is crucial that you aim to ‘tell the story’ of your Achieving Sustainability progress. The assessor will only be able to read and consider a certain amount of information in the time allowed during the assessment for the review of documents (no more than three hours), so you need to plan carefully what you include, making sure that everything is relevant. If an excessive number of documents are submitted there is a risk that key information will be missed or the assessor may have to stop reading as they have run out of time. In extreme cases this may mean that the assessment cannot be completed, in which case you would need to resubmit your application for which there would be an additional charge.**

**Table of supporting documents**

Please list all documents you are submitting as part of this application. You should list the filename of the document below, and give each document a reference number e.g. D1, D2 etc. Only documents listed on this page will be reviewed by your assessor.

In the application, you can use this to reference a document, for example *“The leadership team structure consists of….(see D1)”*

**Please refer to the guidance document (pages 13-14) for information on sending your application documents (uploading to SharePoint or embedding within this document) and for guidance on confidentiality.**

|  |  |
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| **Document number** | **Document title** |
| **D1** |  |
| **D2** |  |
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| **Theme 1 – Leadership** |

1.1 There is a named Baby Friendly lead/team

*Please tell us about the Baby Friendly lead/team:*

🗐 **Please submit a copy of your job description or outline of the role (for all members if a team approach is used).**

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| --- | --- |
| Summary of roles and responsibilities (*may be helpful to include an overview of how time is spent (%) e.g. 20% training, 30% clinical etc.*) |  |
| Relevant qualifications/experience |  |
| Education/updates undertaken relevant to role and how this is supported |  |
| Hours worked |  |
| Support provided for the infant feeding lead (e.g. by key workers) |  |
| Line management arrangements |  |
| Service information relevant to the role – e.g. size of the service, number of births, geographical challenges, etc. |  |

1.2 The leadership team

*Please tell us about the relevant leadership structures, including roles and responsibilities of the various levels of management related to the Baby Friendly standards (or attach an organogram):*

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🗐 **Please attach an organogram to highlight the roles and management responsibilities of the leadership team (or provide a clear and comprehensive description in the above box).**

*Please tell us about any supporting evidence you are submitting, for example, terms of reference, and an example of an agenda/minutes of meetings from the previous 12 months.*

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| **Title of document** |
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🗐 **Please attach relevant supporting documentation.**

1.3 The Baby Friendly Guardian

*Please tell us about the Baby Friendly Guardian.*

|  |  |
| --- | --- |
| **Name of Baby Friendly Guardian** |  |
| **Job title** |  |
| **Rationale for choice as Baby Friendly Guardian** |  |
| **Contact details, email & telephone** |  |

🗐 **Please attach the profile and statement of the Baby Friendly Guardian.**

1.4 Education for managers

*Please tell us about the training programme for managers.*

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| --- | --- | --- | --- |
| **Description of type of training (e.g. face to face, group, e-learning)** | **Length** | **Developed by UNICEF UK or in-house** | **Carried out by**  |
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🗐 **Please submit a copy of the training curriculum/outline of the programme. If you are using the Baby Friendly manager training slides, please tell us. There is no need to submit these slides.**

*Please tell us about orientation and training of new managers (including the Guardian), uptake of the training and about how records are maintained.*

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| Process for induction and education of new managers (including the Guardian) |  |
| Training records – how these are kept |  |
| Number and percentage of managers who have completed the education programme (e.g. 12/12 = 100%) |  |

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| **Theme 2 - Culture** |

2.1 Ongoing staff training programme

*Please tell us about the ongoing staff training programme:*

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| --- | --- |
| Rationale for and content of staff training updates (please include details for previous 2-3 years) |  |
| Summary of evaluations |  |
| Hours of training provided |  |
| Percentage of staff who have attended ongoing training in the last 12 months |  |

🗐 **Please submit outlines of the ongoing training. You may like to submit a document summarising evaluations from courses, including qualitative and quantitative information.**

*Please tell us about the total numbers of staff employed by the service. Please state* ***actual staff numbers, not whole-time equivalents*** *(as the number provided will be used to calculate the percentage response rate, so don’t include staff who are not working i.e. on maternity leave).*

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| --- | --- |
| **Maternity/Neonatal** | **Community** |
| **Category/grade of staff** | **Number employed** | **Category/grade of staff** | **Number employed** |
| Midwives |  | Health visitors/public health nurses |  |
| Neonatal nurses |  | Staff nurses |  |
| Nursery nurses |  | Nursery nurses |  |
| Health/maternity care assistants |  | Health care assistants |  |
| Paediatric medical staff |  | Early years staff |  |
| Obstetric medical staff |  |  Peer support staff |  |
| Peer support staff |  | Other |  |
| Other |  |
| **Total** *(this number will be used to calculate the response rate from the staff culture audit)* |  | **Total** *(this number will be used to calculate the response rate from the staff culture audit)* |  |

2.2 Processes in place to support a positive culture

*Please tell us about the processes in place to support a positive culture for staff*

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| --- | --- |
| Systems for two-way opportunities for staff feedback specifically related to the Baby Friendly standards. Please list/describe specific schemes and attach *relevant* supporting materials. |  |
| Systems for supporting a broader positive culture within the service. Please list/describe specific schemes within the relevant service and the wider organisation and attach *relevant* supporting materials. |  |

🗐 **Please attach relevant supporting documentation.**

2.3 Culture of kindness

*Please tell us about the ways in which you elicit feedback from mothers/families about their experience of your service. Please include some examples of feedback received.*

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| --- | --- |
| Describe the mechanisms used to elicit feedback from mothers and families |  |
| Describe briefly actions taken in response to feedback (these actions may form part of your work towards Theme 4- Progression, in which case more detail can be submitted in that section) |  |

🗐 **Please attach a summary document containing examples of feedback received.**

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| **Theme 3 - Monitoring** |

*Please tell us about monitoring within your service.*

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| Were additional Baby Friendly audit results required following your recent re-assessment? Have these been submitted?If the reassessment was greater than 6 months ago, please attach an annual audit form with staff and mother audits.  | Required: Yes/NoSubmitted: Yes/No (if no, please attach) |
| Have ongoing audits identified challenges with maintaining any of the standards? If so, please explain and include actions taken as part of challenges and actions log below. |  |
| Outline how you intend to carry out ongoing audits including frequency, sample size, who will undertake the audits. It may be helpful to submit an annual audit timetable. |  |
| List the outcome data that is accessed (e.g. breastfeeding rates at key times, readmission rates etc.) |  |
| List any issues with collection of outcome data including % coverage, reliability, etc. |  |
| Please give an overview of how data is analysed to provide a basis for future change. You should complete the Challenges and Actions Log below and provide examples of action plans to support this information. |  |
| Describe mechanisms in place for reporting data (e.g. a dashboard) up to the leadership team and beyond to Board level. Include method and frequency of reporting. You should provide examples to support this information. |  |
| **Community services only**Please tell us about how you plan to implement the revised Community standards. It may be easier to submit an action plan. |  |

3.1 Challenges and Actions Log

*Please tell us about the challenges you have identified as a result of your audit and data analysis. These challenges may relate to maintaining core Baby Friendly standards as well as actions required for sustainability and to enable progression. We suggest you use this table (or equivalent) as an ongoing record. It can form the basis for planning at strategy (or equivalent) meetings and will be revisited as part of the ongoing revalidation process. Please see the Guidance document for an example.*

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| --- | --- | --- | --- | --- |
| **Challenge** | **Identified by** | **Action** | **Review date** | **Baby Friendly standards** |
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🗐 **Breastfeeding data will have been included in the background information form.**

🗐 **Please attach any additional data collected, for example readmission rates, age of introduction of solid foods.**

🗐 **Please attach Baby Friendly audit results if appropriate.**

🗐 **Please attach an up-to-date action plan (or include in challenges and actions log above).**

🗐 **Please attach sample reports to the leadership team and Board – the latest annual report/s.**

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| **Theme 4 - Progression** |

*Provide examples of changes/improvements that have positively impacted or have the potential to impact on outcomes for babies, their mothers, parents/primary caregivers and families. We will use these examples to confirm that the leadership, culture and monitoring standards are working in practice. This is your opportunity to showcase your successful ideas and innovations, as well as what you have learnt from the process.*

* 1. Service developments

*Examples of improvements made to the service, including the rationale, planning and implementation, monitoring and evaluation. Please list all developments below and complete and attach a brief report for each with the submission using the sample template.*

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| **Please list developments** | **Date implemented**  |
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🗐 **Please attach a brief report of each improvement – see Improvements report template available at** [**unicef.uk/sustainability**](https://www.unicef.org.uk/babyfriendly/accreditation/achieving-sustainability/?utm_source=shorturl&utm_medium=shorturl&utm_campaign=bf_shorturl).

* 1. Integrated working

*Starting in pregnancy, tell us about mothers’ journeys in your area. How does your service collaborate with local services to ensure it is as seamless as possible and all needs are met?*

*For example: 28-36 weeks ‘Getting to know your baby’ class Jointly by HV and CC service*

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| **Time point** | **What is provided?** | **Who provides?**  |
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*Please tell us about how effective, integrated working has resulted in improvements in your service. Tell us about the other disciplines and services that you collaborate with, including how this is formalised where appropriate e.g. communication between the services regarding individual mothers and outcomes monitored. Attach supporting evidence such as minutes of meetings, examples of jointly produced documents etc.*

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| **Discipline/service** | **Service provided and how this is organised** | **Outcome** |
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🗐 **Please attach relevant supporting documentation, please include two example of minutes of meetings from the previous 12 months.**

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| **Additional information** |

*Use this box to any additional comments that you feel will substantiate your case for the Gold Award.*

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*Tell us about other relevant inspections/assessments that have happened within the last two years such as CQC*

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| **Other assessments, quality improvements** | **Date** | **Broad overview of result** |
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🖉 **Signature page 1 – Achieving Sustainability assessment**

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| **Declaration by Baby Friendly Lead** |

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| **I confirm that the information in this application form is accurate, to the best of my knowledge** |
| **Signed (Baby Friendly Lead):** |  | **Date:** |  |

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| **Declaration by Baby Friendly Guardian** |

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| **I confirm that the information in this application form is accurate, to the best of my knowledge** |
| **Signed (Baby Friendly Guardian):** |  | **Date:** |  |

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| **Declaration by Head of Service** |

The Head of Service is asked to confirm adherence to the International Code of Marketing of Breastmilk Substitutesand sign the declaration below for this application form.

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| **I confirm that we will fully implement the International Code of Breastmilk Substitutes (and subsequent relevant WHA resolutions). I confirm that the information in this application form is accurate, to the best of my knowledge** |
| **Name:** |  |
| **Job title:** |  |
| **Signed (Head of Service):** |  | **Date:** |  |

Finally, prior to submitting this application form for assessment, it is important to make sure that the service is adequately prepared to ensure the best possible chance of meeting all of the standards and avoid as far as possible the need for follow up.

Please ensure you complete the table of application supporting documents at the beginning of this application and refer to the guidance document on how to send this application securely.

1. We care about keeping your data safe; for more information about UNICEF UK’s privacy policy please visit [unicef.org.uk/legal/cookies-and-privacy-policy/](https://www.unicef.org.uk/legal/cookies-and-privacy-policy/)   [↑](#footnote-ref-2)
2. The UK Committee for UNICEF (UNICEF UK) Baby Friendly Initiative fully supports inclusivity in accordance with Article 2 (non-discrimination) of the UN Convention of the Rights of the Child and the Equality Act 2010. Learn more about our inclusivity policy at: [unicef.uk/bf-inclusivity](https://unicef.uk/bf-inclusivity) [↑](#footnote-ref-3)