

## MEDIA RELEASE

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### Babies have a friend in the Goondiwindi Hospital

THE Goondiwindi Hospital has received official accreditation under national program, the Baby Friendly Health Initiative (BFHI).

The initiative acknowledges hospitals, and other community health organisations, that “protect, promote and support breastfeeding” through a number of policies and actions.

The accreditation process is carried out by the Australian College of Midwives.

Goondiwindi Hospital Director of Nursing/Facility Manager Lorraine McMurtrie praised the hospital’s staff and midwives for achieving the prestigious accreditation.

“To receive BFHI accreditation is quite a significant achievement,” Ms McMurtrie said.

“It’s an involved process to ensure that all staff, not just midwives and those in direct contact with newborns and mothers, are aware of the benefits of breast feeding and the ways in which to educate women to make an informed choice.

“Midwife and lactation consultant Carla Dillon did a wonderful job of leading a group of people, which included other Goondiwindi Hospital staff members and a community representative, to achieve the BFHI accreditation.”

To gain accreditation, hospitals or community health facilities must work within the guidelines outlined in the “Ten Steps to Successful Breastfeeding” document.

“These guidelines ensure all mothers receive appropriate support and contemporary information about feeding their baby,” Ms McMurtrie said.

“This accreditation is great news for the mothers and their babies in Goondiwindi. It means the best possible care and information can be shared with our local women.”

**Caption:** Goondiwindi Hospital midwives Kerryanne Maddox and Carla Dillon, with local mother (middle) Serina Trevethick and baby Dustin.

**Ends**

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