

SAMPLE CEO Letter of Support

{INSERT DATE}

{INSERT CONTACT INFORMATION}

Dear Florida Breastfeeding Coalition:

We at {INSERT HOSPITAL/BIRTH CENTER NAME} are hereby filing a formal letter of commitment to participating in the Florida Breastfeeding Coalition *Florida Quest For Quality Maternity Care Award* project to take baby steps to Baby Friendly Hospital designation.

Our institution is fully committed to improving our maternity care practices to better support mothers and babies to be able to breastfeed. To that end, we would like to foster an environment that supports the Ten Steps to Successful Breastfeeding as outlined by Baby-Friendly USA.

Our leadership is aware of and supports the Mother-Baby unit's goal to actively participate step by step in the Florida Breastfeeding Coalition *Florida Quest For Quality Maternity Care Award* project, to institute the Ten Steps and work toward Baby-Friendly Hospital designation. We realize that there will be challenges along the way and are willing to support the maternity staff in this important endeavor.

We understand that a very important component of the Baby-Friendly Hospital Initiative is implementation of the International Code of Marketing of Breastmilk Substitutes (the Code). We support the tenets of the Code and will implement them within this facility.

We look forward to working with your team on this effort.

Sincerely,

{CEO}