

DEPARTMENT OF HEALTH AND HUMAN SERVICES
OFFICE OF DIRECTOR

ACTION REFERRAL

TO <i>Singleton</i>	DATE <i>7-12-13</i>
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DIRECTOR'S USE ONLY	ACTION REQUESTED
1. LOG NUMBER <i>000015</i>	<input type="checkbox"/> Prepare reply for the Director's signature DATE DUE _____
2. DATE SIGNED BY DIRECTOR <i>CC: Mr. Heck</i>	<input type="checkbox"/> Prepare reply for appropriate signature DATE DUE _____
	<input type="checkbox"/> FOIA DATE DUE _____
	<input checked="" type="checkbox"/> Necessary Action

APPROVALS (Only when prepared for director's signature)	APPROVE	* DISAPPROVE (Note reason for disapproval and return to preparer.)	COMMENT
1.			
2.			
3.			
4.			



GEORGETOWN
HOSPITAL SYSTEM

South Carolina Department of Health and Human Services
Post Office Box 8206
Columbia, South Carolina 29202

Attn: Anthony E. Keck, Director
Hospital Services

RECEIVED

JUL 11 2013

Department of Health & Human Services
OFFICE OF THE DIRECTOR

Dear Mr. Keck,

We are very pleased to announce that we have successfully achieved Baby-Friendly certification. I have enclosed our official notification letter from Baby-Friendly USA for your records.

Baby-Friendly USA surveyed us on April 22nd and 23rd. The survey was very involved and covered every aspect of mother/baby care as it relates to breast feeding and bonding. The surveyors interviewed staff, physicians, mothers who were on our unit at the time of the survey and they performed phone interviews as well. We were notified by phone on May 31st that our survey was very successful and we had met all the requirements for Baby-Friendly designation.

You can imagine we are very proud of our maternal-child physicians and staff. If you have any additional questions please feel free to contact us.

Sincerely,

Pam Maxwell

Pam Maxwell
VP Operations/Administrator

cc: Bruce Bailey, CEO
Gayle Resetar, COO
Christine Gerber, MD
Lisa Maselli, MD
Cheryl Kilbourne, RN Clinical Director

Baby-Friendly USA[®]
The gold standard of care



May 31, 2013

Bruce Bailey CEO
Waccamaw Community Hospital
4070 Highway 17 Bypass
Murrells Inlet, SC 29576

Dear Mr. Bailey,

I am happy to inform you **Waccamaw Community Hospital has been officially designated a Baby-Friendly[®] Hospital.** Based on the results of data collected during the onsite assessment survey and the final review of the External Review Board, it has been determined that Waccamaw Community Hospital has implemented all of the *Ten Steps to Successful Breastfeeding* and has met the requirement of purchasing breast milk substitutes.

As you well know, achievement of the Baby-Friendly designation is not an easy task. The U.S. Guidelines and Criteria, which are based on the Global Criteria for the WHO / UNICEF Baby-Friendly Hospital Initiative (BFHI) and adapted for the U.S. Initiative, have been reviewed at UNICEF Headquarters and have been determined to meet the global BFHI standards. The Criteria are challenging, as they are designed to set the standards for the best possible breastfeeding support for mother and infant in the maternity setting, insuring high quality of care in this critical area of mother/baby care.

Your designation is for a period of five years. It is expected that your facility will establish and maintain a data tracking system to collect and maintain statistics related to The Ten Steps To Successful Breastfeeding (breastfeeding rates, skin-to-skin, rooming-in, etc.), if not in place already. The hospital will be asked to report on these statistics annually. The requirements for Re-Designation will be communicated at a later date.

Attaining the BFHI standards has definite costs, both in human and financial resources, yet the savings in terms of the quality of care provided, the resulting decrease in morbidity and mortality associated with optimal breastfeeding, and customer satisfaction, are well worth the investment.

Please share my congratulations with your fine staff. This is reason to celebrate!

Sincerely,

Trish MacEnroe
Executive Director

2025

South Carolina Department of Health and
Human Services
Post Office Box 8206
Columbia, South Carolina 29202

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