

# **Morton Plant Hospital Receives Global Recognition as a “Baby-Friendly” Hospital for Fourth Time**

*Has Maintained Designation Longer than Any Other Facility in Florida*

**CLEARWATER, Fla., (December 3, 2018)**— For the fourth time, Morton Plant Hospital has received “Baby-Friendly” designation from the World Health Organization (WHO) and the United Nations Children’s Fund (UNICEF). The hospital first earned the “Baby-Friendly” status in 2003 and has been designated “Baby-Friendly” longer than any other facility in Florida. Each designation is good for five years.

Launched in 1991, the Baby-Friendly Hospital Initiative is a global effort to implement practices that protect, promote and support breastfeeding, safe feeding practices and maternal infant bonding. A maternity facility is awarded “Baby-Friendly” status after meeting requirements established by WHO and UNICEF and following the *10 Steps of Successful Breastfeeding*. There are more than 20,000 designated “Baby-Friendly” hospitals and birth centers worldwide.

“We are proud to have earned the “Baby-Friendly” designation once again,” said Shari Crowe, director of Women’s Services at Morton Plant Hospital. “From breastfeeding classes before birth to nursing help immediately after birth to support groups when the family goes home, our team is committed to helping each mother succeed in breastfeeding her child.”

## **About Morton Plant Hospital**

Since 1916, Morton Plant Hospital has been committed to improving the health of all we serve through community-owned health care services that set the standard for high-quality, compassionate care. Our 613-bed hospital is proud to offer nationally recognized care delivered in more than 50 specialty areas. [Morton Plant Hospital](#) offers innovative, accessible, and quality services to provide our community with a lifetime of compassionate, convenient care. For more information, call (727) 953-6877, or visit us on [Facebook](#) or at 300 Pinellas St., Clearwater, Fla.

## **About BayCare Health System**

BayCare is a leading not-for-profit health care system that connects individuals and families to a wide range of services at 15 hospitals and hundreds of other convenient locations throughout the Tampa Bay and central Florida regions. Inpatient and outpatient services include acute care, primary care, imaging, laboratory, behavioral health, home care, and wellness. Our mission is to improve the health of all we serve through community-owned, health care services that set the standard for high-quality, compassionate care. For more information, visit BayCare on the Web at [www.BayCare.org](#).