

Right from the Start Texas Hospitals Can Champion Change in Breastfeeding Outcomes

Find strategies to support solutions in this toolkit.



Breastfeeding in Texas

Breastfeeding Best Practice



Leading the Charge

Opportunity for Improvement



Tools to Take Action

Glossary of Abbreviations

AAP – American Academy of Pediatrics
ABM – Academy of Breastfeeding Medicine
ACOG – American College of Obstetrics and Gynecology
AAFP – American Academy of Family Physicians
AHRQ – Agency for Healthcare Research and Quality
AWHONN – Association of Women’s Health, Obstetric and Neonatal Nurses
BFHI – Baby-Friendly Hospital Initiative
CDC – Centers for Disease Control and Prevention
CHAMPS – Communities and Hospitals Advancing Maternity Practices
CLAS - Culturally and Linguistically Appropriate Services
CMS – Centers for Medicare and Medicaid Services
DOD – Department of Defense
DOL – Department of Labor
DSHS – Texas Department of State Health Services
FDA – Food and Drug Administration
FNS – Food and Nutrition Services
FTC – Federal Trade Commission
HHS – Texas Health and Human Services
HMBANA - Human Milk Banking Association of North America
HRSA – Health Resources and Services Administration
HTMB – Healthy Texas Mothers and Babies
IBCLC – International Board Certified Lactation Consultant
IHI – Institute for Healthcare Improvement
ILCA – International Lactation Consultant Association
MCHB – Maternal and Child Health Bureau
MPINC – Maternity Practices in Infant Nutrition and Care
NACCHO – National Association of City and County Health Officials
NIH – National Institutes of Health
NIS – National Immunization Survey
PRAMS – Pregnancy Risk Assessment Monitoring System
SIDS – Sudden Infant Death Syndrome
TMFW – Texas Mother-Friendly Worksite Program
TTS – Texas Ten Step Program
UNICEF – United Nations International Children’s Emergency Fund
USDA – United States Department of Agriculture
USLCA – United States Lactation Consultant Association
WABA – World Alliance for Breastfeeding Action
WHO – World Health Organization
WIC – Special Supplemental Nutrition Program for Women, Infants, and Children

Breastfeeding in Texas



Leadership: Creating Breastfeeding Champions

As a leader you can be a champion support for moms and babies by:

- Identifying key staff and other leaders that serve as champions.
- Providing support to develop a well-trained hospital staff.
- Creating a culture that encourages breastfeeding best practices throughout the hospital stay.



Breastfeeding Improves the Health of Mom and Baby

- Helps mothers lower their risk of high blood pressure, Type 2 diabetes, and breast cancer.
- Protects babies from illnesses like diarrhea, asthma, SIDS, and ear infections. It also lowers baby's chance of obesity and diabetes later in life.

(Younger-Meek, et al., 2022)

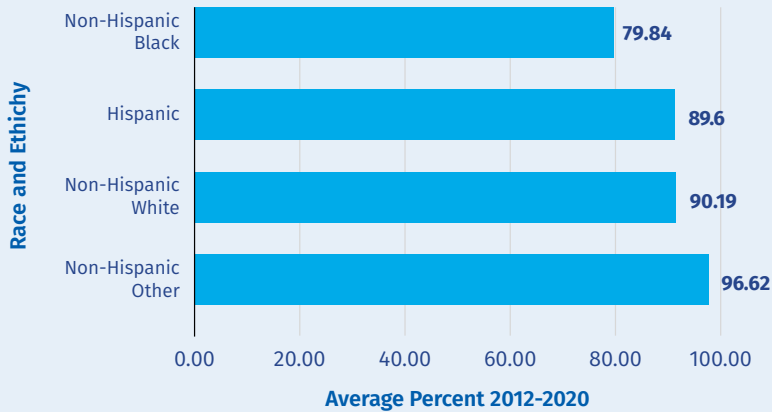
Breastfeeding can lower infant mortality and helps all our newest Texans stay healthy.

- Breastfeeding is a protective factor for two of the three leading causes of infant mortality in Texas: Pre-term birth complications and SIDS.
- Each year, nearly 2,000 babies die before their first birthday in Texas.
- Texas 2022 infant mortality rate stands at 5.6, above the Healthy People 2030 target of 5.0 deaths per 1000 live births.
- Over the past ten years (2012-2022) the infant mortality rate for non-Hispanic Black babies was twice as high compared to non-Hispanic White and Hispanic babies.

(HTMB Data Book, 2022-2023)

Women Who Ever Breastfed Their Baby

CDC Texas PRAMS Survey, 2012-2020



(Texas Prams, 2012-2020)

Your breastfeeding support can make a difference right from the start.

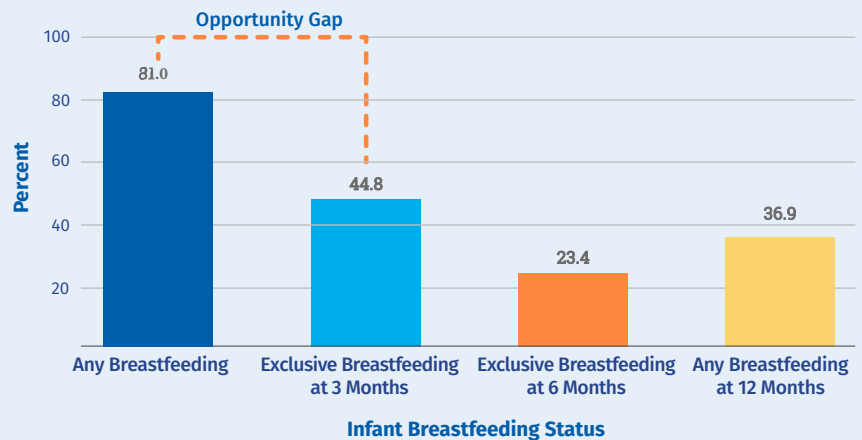
- Breastfeeding right after birth and throughout the hospital stay increases the chance more moms will continue to breastfeed longer.
- Use best practices as a foundation and tailor the support you give to meet each mom's unique needs.

Hospital practices have a significant impact on continued breastfeeding success.

- Breastfeeding rates drop off as early as 3 months (CDC NIS, 2020).
- The number of Texas babies who are fed only breast milk at 6 months is 19% below the Healthy People 2030 national goal of 42.4% (DSHS HTMB Data Book, 2022-2023).
- Moms need help to continue reaching their goals and to meet the medical recommendation to exclusively breastfeed through six months.

Breastfeeding in Texas, 2020

CDC National Immunization Survey (NIS)



*Any breastfeeding includes the feeding of any amount of breast milk

Empower Your Practice: Resource Information

Stay informed, take action, and make a difference in the lives of Texas families, **Right from the Start.**

Texas PRAMS

[healthdata.dshs.texas.gov/
dashboard/surveys-and-profiles/
pregnancy-risk-assessment-
monitoring-system](https://healthdata.dshs.texas.gov/dashboard/surveys-and-profiles/pregnancy-risk-assessment-monitoring-system)

DSHS HTMB Data Book

[dshs.texas.gov/maternal-child-health/
texas data](https://dshs.texas.gov/maternal-child-health/texas-data)

CDC Breastfeeding Information

cdc.gov/breastfeeding



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Texas Department of State
Health Services

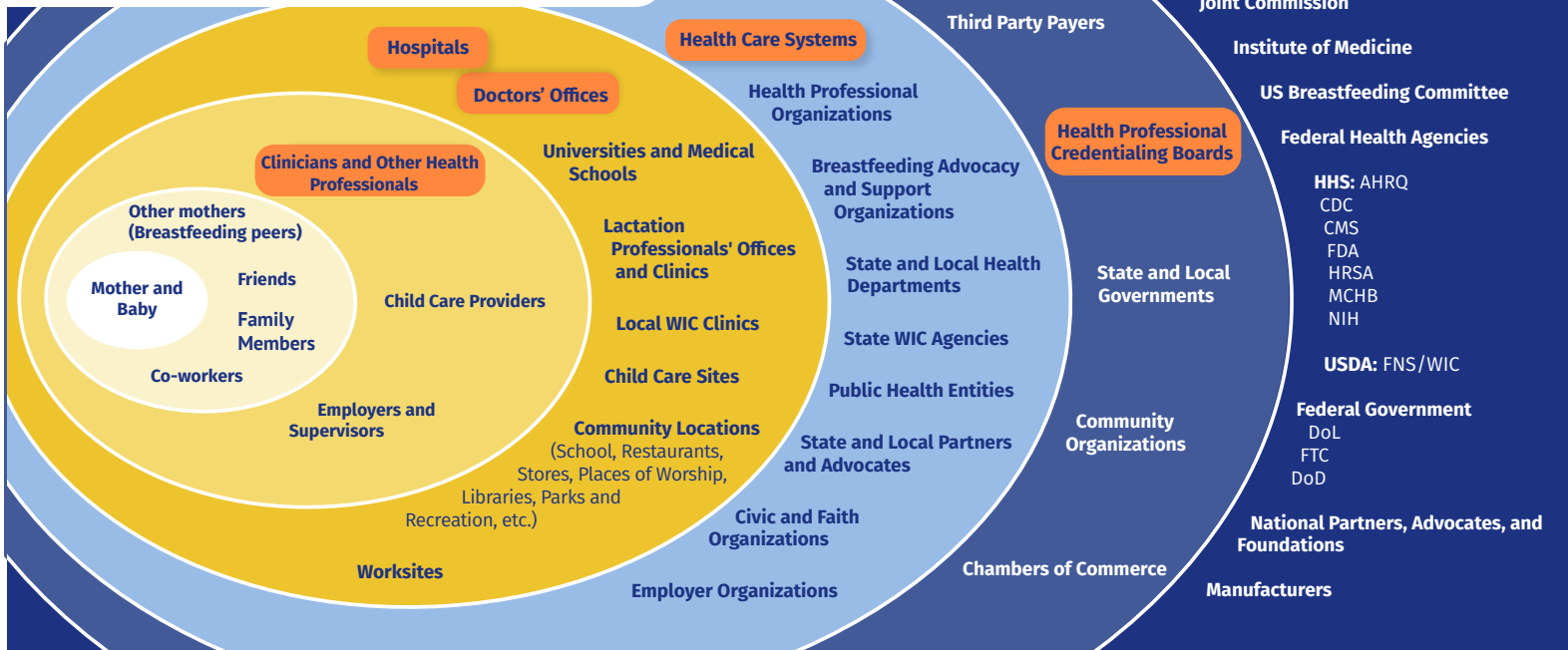
Learn how Texas hospitals can champion change in breastfeeding outcomes, **Right from the Start.**

Learn more at: dshs.texas.gov/BreastfeedingAwareness

Mothers in your community experience barriers to breastfeeding.

Health care systems, leaders, and providers are uniquely positioned to reduce barriers at multiple touchpoints.

Socioecological Model of Breastfeeding



L. Grummer-Strawn, CDC, *The Surgeon General's Call to Action to Support Breastfeeding: The Role of Breastfeeding Coalitions* (2011).

The root causes* of gaps in breastfeeding continuity of care include:

- Communication
- Patient education
- Accountability

To learn more about how to lead the charge on improving support in your community, visit:

[Breastfeeding Support Blueprint](#)

*NACCHO, 2021



Texas Birthing Facilities: Adoption of Breastfeeding Best Practice

Is your hospital modeling breastfeeding best practices from the hospital to community?

Search for your facility on the [Texas Ten Step Directory!](#)

Breastfeeding Best Practice: Ten Steps that Make a Difference



Learn about quality improvement resources.

- Improve your support of the Ten Steps.
- See the [Tools to Take Action](#) section of the toolkit.

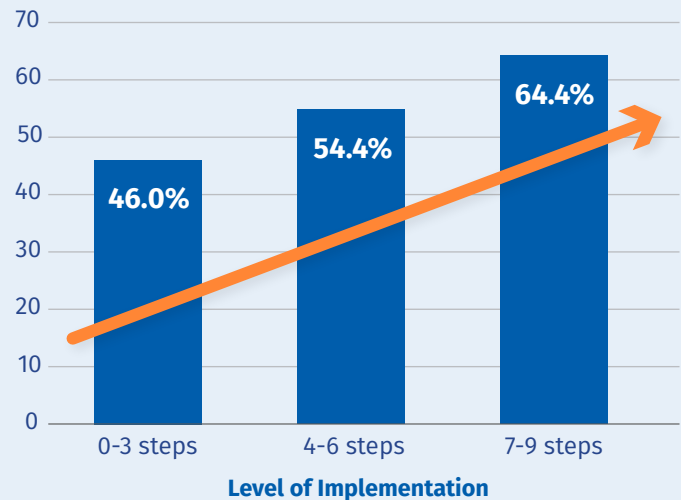
- 1 Hospital Policies
- 2 Staff Competency
- 3 Antenatal Care
- 4 Care Right After Birth
- 5 Support Mothers with Breastfeeding
- 6 Supplementing
- 7 Rooming-In
- 8 Responsive Feeding
- 9 Bottles, Teats, and Pacifiers
- 10 Discharge

To find resources for each of the Ten Steps, visit: textastenstep.org/the-ten-steps/overview

The Ten Steps Have a Dose-Dependent Effect on Exclusive Breastfeeding

The WHO/UNICEF's Ten Steps to Successful Breastfeeding (Ten Steps) are evidence-based practices that improve hospital exclusive breastfeeding (EBF).

The more steps you do, the higher in-hospital exclusive breastfeeding rates.



In research by Bookhart, et al., 2023, the steps below had the biggest impact on higher in-hospital exclusive breastfeeding:

- Limited formula supplementation.
- Prenatal breastfeeding education.
- Responsive feeding.
- Skin-to-skin care right after birth.
- Rooming-in.

Spotlight: Formula Use in Texas Hospitals

Hospitals that limit formula supplementation see the greatest difference in in-hospital exclusive breastfeeding rates (14.4 percentage points higher) than those who do not (Bookhart, et al., 2023).

In Texas:

- Only 16% of participating hospitals reported using best practices on formula supplementation of breastfed infants (CDC, mPINC 2022).
- 21.5% of breastfed infants were supplemented with infant formula within 2 days of life (CDC NIS, 2020).

When mother’s own breast milk is not available, banked donor human milk is ideal (ABM, 2017).



In a study including hospital leaders one of the participants stated, “... the leader’s job is to remove the boulder from the stream—often it was easy. Therefore, if goals are evident and leadership is engaged, barriers to change may be overcome.”

(Feldman-Winter, et al., 2016)

Texas hospitals that have “banned the bag”

banthebags.org/bag-free-hospitals

Infant Formulas: Navigating Marketing and Health Claims

events-na12.adobeconnect.com/content/connect/c1/1352757267/en/events/event/shared/default_template/event_landing.html?sco-id=4776769559

HMBANA (find a milk bank in Texas)

hmbana.org/find-a-milk-bank



Is your hospital a teaching facility? Support building champions from the ground up!

Share resources linked below to support new physicians and nurses in your facility.

AAP Breastfeeding Support for Medical Trainees

www.aap.org/en/patient-care/breastfeeding/breastfeeding--lactation-support-policies-for-medical-trainees

AAFP model policy Breastfeeding & Lactation Support for Medical Trainees

www.aafp.org/about/policies/all/breastfeeding-lactation-medical-trainees.html

ACOG The Physician’s Role in Human Milk Feeding

acog.org/education-and-events/publications/the-physicians-role-in-human-milk-feeding#:~:text=Physicians%20who%20care%20for%20women,informed%20decision%20about%20infant%20feeding.

AAP’s Breastfeeding Residency Curriculum

www.aap.org/en/pedialink/breastfeeding-curriculum



Leading the Charge on Ten Step Implementation

Foundational Breastfeeding Support- Starts with Staff

- Leaders who prioritize building supportive breastfeeding environments in the workplace, help improve staff loyalty and boost productivity.
- Employees with breastfed babies miss work less often.

To learn more visit dshs.texas.gov/TexasMotherFriendlyWorksite



Texas nurse and physician leaders shared the following about their breastfeeding education:

- Medical school education on breastfeeding was extremely limited.
- Due to lack of formal breastfeeding education, they are unable to assist women with common problems such as latching.
- Unanimous agreement on welcoming breastfeeding continuing education with a focus on latching issues.

(Texas WIC, 2019)

Leaders can support staff by prioritizing:

- Adequate staffing ratios to help staff provide patients with effective breastfeeding support.
- Expert breastfeeding support from International Board Certified Lactation Consultants (IBCLCs).

Resources for support and success:

Stay informed, take action, and make a difference in the lives of Texas families, **Right from the Start**.

AWHONN staffing standards

awhonn.org/education/staffing-standards

USLCA Publications: IBCLC staffing statement and Who's Who in Lactation?

uslca.org/resources/publications_2

Share Your Breastfeeding Services!

Help connect moms to the support they need in the community! Add your hospital breastfeeding support services to the Texas Lactation Support Directory including:

- Prenatal breastfeeding classes.
- Telephone and web-based services.
- Outpatient lactation consultations.
- Mom-to-mom support groups.

To add your services visit: [BreastmilkCounts.com](https://www.breastmilkcounts.com).



Image Source: © Texas Health and Human Services

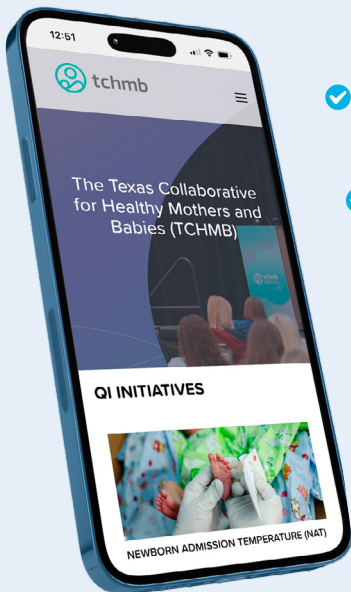
Texas Lactation Support Hotline (TLSH): 1-855-550-6667



The TLSH offers breastfeeding information and support to the parents and health care providers working with breastfeeding moms. Calls are answered by breastfeeding experts including IBCLCs, available to help 24/7.

Hospital+Community: Working Together to Improve Breastfeeding Support

There is power in collaboration. Change can happen when hospitals work with community partners to build a system of support.



Hospitals can:

- ✓ **Engage** mothers and their support partners to share their stories with staff and leaders to help improve the patient experience.
- ✓ **Join** groups working together to improve infant and maternal health like:
 - [Texas Collaborative for Healthy Mothers and Babies \(TCHMB\)](#)
 - [The Healthy Texas Mothers and Babies Community Coalitions \(HTMB CC\)](#)
- ✓ **Celebrate** each other's success when important milestones or achievements are made (see [Sharing Your Success and Hard Work](#) section of the health care staff toolkit.)



Opportunity for Improvement

Do you know your hospital's score?



Join the Texas Ten Step (TTS) Journey

- TTS is funded by the Texas Health and Human Services Commission.
- TTS helps support hospitals follow implementation of the WHO/ UNICEF's Ten Steps.
- TTS offers free help, resources, and guidance to improve breastfeeding support and care.



Measure Success with Biennial CDC Surveys

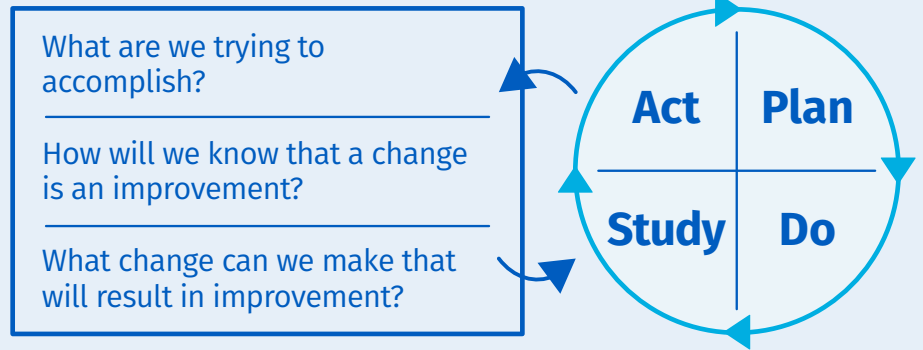
- CDC's national survey of Maternity Practices in Infant Nutrition and Care (mPINC) assesses maternity care practices and provides feedback to encourage hospitals to make improvements that better support breastfeeding and the Ten Steps.
- Doctors, nurses, and hospital administrators can use mPINC data to celebrate strengths as well as identify areas for improvement.
- 148 out of 220 Texas hospitals took part in the 2022 survey. Texas earned a 'B' rating with a score of 80.

**The 2024 survey
closes June 10, 2024!**

To find your hospital's past results or participate in current survey results, you can email mPINC@CDC.gov. Visit [CDC.gov/breastfeeding/data/mpinc](https://www.cdc.gov/breastfeeding/data/mpinc) to learn more.

Empower Change: The PDSA Cycle

- ✔ Utilize the **Plan-Do-Study-Act (PDSA)** cycle for ongoing quality enhancement.
- ✔ Begin small, identify changes to test, and focus on staff barriers with breastfeeding champions to ensure success.
- ✔ Apply PDSA to each of the **Ten Steps** for effective incremental adoption.



Who is on your hospital's improvement team?

Learn more at ihi.org



Image Source:
© Texas Health and
Human Services

Inspiration from the Field:

Learn how the **University Medical Center in El Paso** used the CDC's mPINC survey to earn BFHI designation through the Baby-Friendly Hospital Initiative (BFHI) and help more moms along the Texas border breastfeed.



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Tools to Take Action



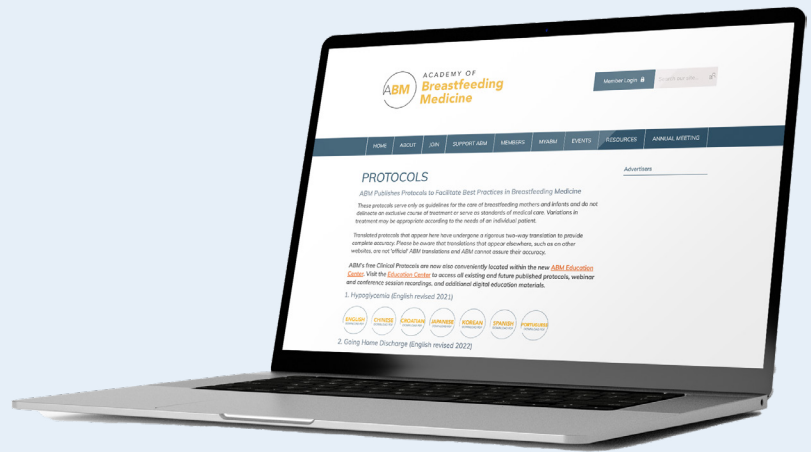
Image Source: © Texas Health and Human Services

Discover state and national resources designed to empower both healthcare providers and mothers!

Policy Development

Use peer-reviewed and physician-authored resources from the [Academy of Breastfeeding Medicine](#) to guide your policy development including:

- [Model policy](#) and [protocols](#).
- Microlearning video series [What Every Physician Needs to Know](#).



Knowledge Right at Your Fingertips

[Texas Health Steps Online Provider Education](#)

- **Breastfeeding Module:** Offers free, 1.75 nursing and medical continuing education, expires 9/1/2025.
- **Safe Infant Sleep Module:** Offers free, 1.50 nursing and medical continuing education, expires 8/22/2025.

[Texas WIC- Health Care Provider's Guide to Breastfeeding](#)

- Mobile responsive website that provides management information on common breastfeeding conditions.

[Texas WIC Breastfeeding Training](#)

[WHO Breastfeeding Training](#)

- Aligned with the **BFHI guidelines for maternity care facilities**.
- **Free staff competency verification toolkits** featuring tools to support hospital educators.
- **Includes customization guidance for developing maternity and neonatal staff training.**

Resources for Support and Success

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IHI Become the Quality Leader You Want to Be

youtube.com/watch?v=Oa_NENsMjtc

Texas Ten Step Program Self-Assessment Tools

texastenstep.org/new-applicants/scorecard-evaluation-tool

CDC mPINC Ten Steps Assessment Tool

cdc.gov/breastfeeding/data/ten-steps-assessment-tool

Baby-Friendly USA's Guidelines and Evaluation Criteria

babyfriendlyusa.org/for-facilities/practice-guidelines/

The Joint Commission-Advanced Certification in Perinatal Care

jointcommission.org/what-we-offer/certification

American Academy of Pediatrics Tools for Health Professionals

aap.org/en/patient-care/breastfeeding/breastfeeding-practice-tools-for-health-professionals/

The Lancet Breastfeeding Series

thelancet.com/series/Breastfeeding-2023



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