

# *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 – Department of 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  
NAACHO – 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  
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.

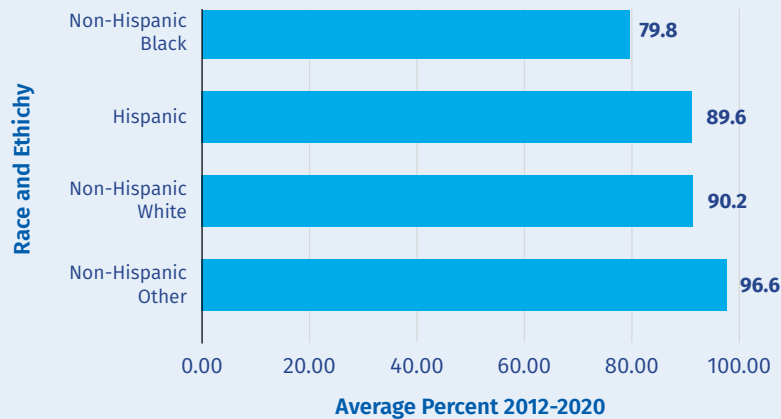
Breastfeeding is a proven strategy to fight infant mortality and helps every baby stay healthy.

- Each year, nearly 2,000 babies die before their first birthday in Texas.
- 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.
- Texas 2022 infant mortality rate stands at 5.6, above the Healthy People 2030 target of 5.0 deaths per 1000 live births.
- Breastfeeding is a protective factor for two of the three leading causes of infant mortality in Texas: Pre-term birth complications and SIDS.

*(HTMB Data Book, 2022-2023)*



## Women Who Ever Breastfed Their Baby CDC Texas PRAMS Survey, 2012-2020



(Texas Prams, 2012-2020)

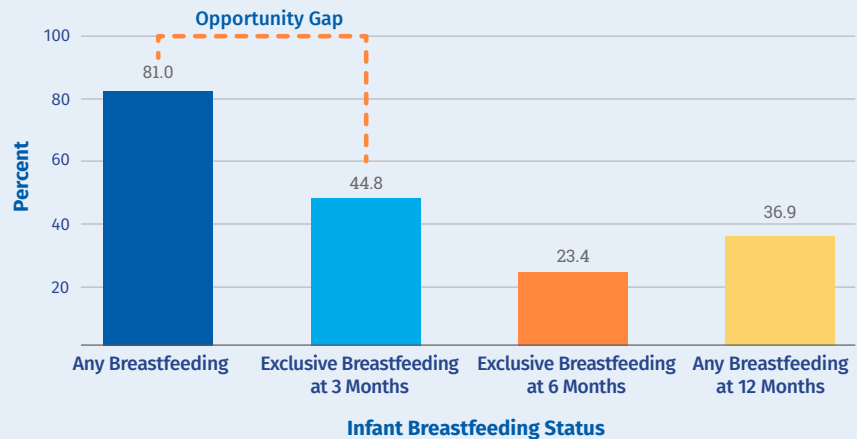
## Your breastfeeding support can make a difference right from the start.

- 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](https://cdc.gov/breastfeeding)



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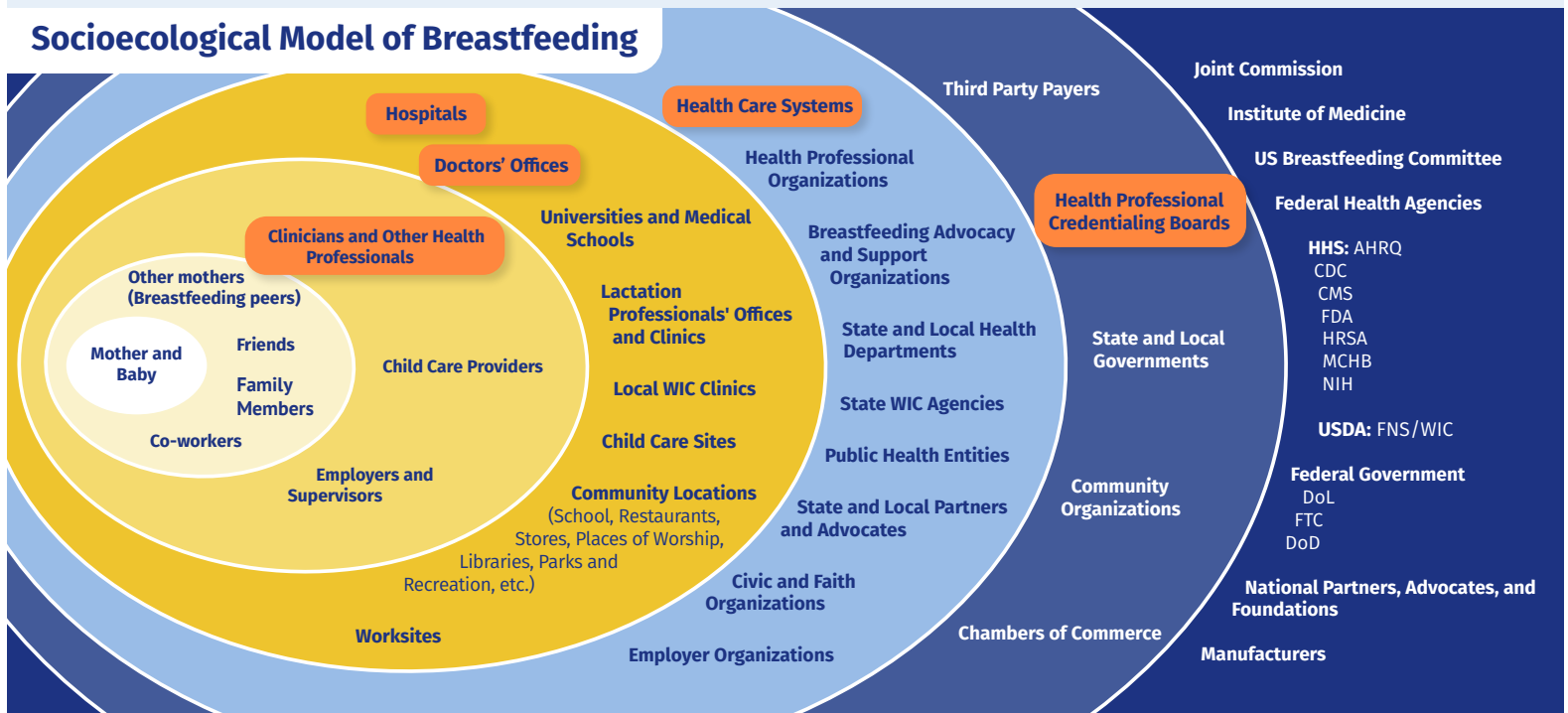
Learn how Texas hospitals can champion change in breastfeeding outcomes, **Right from the Start.**

Learn more at: [dshs.texas.gov/BreastfeedingAwareness](https://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!](#)

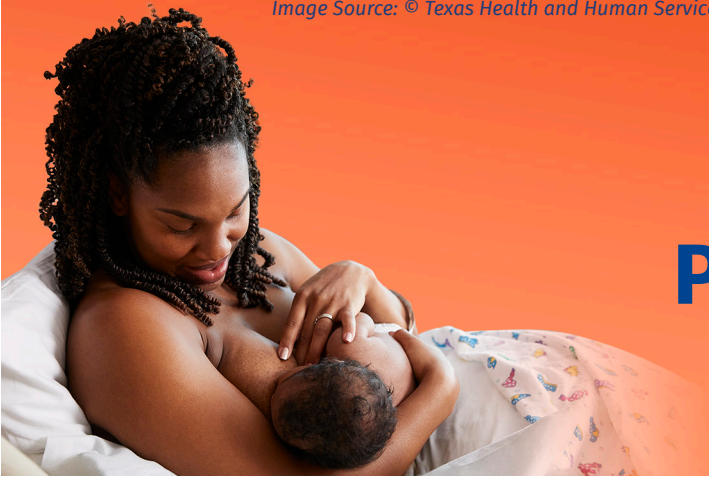


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# Breastfeeding Best Practice: Ten Steps that Make a Difference

## 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

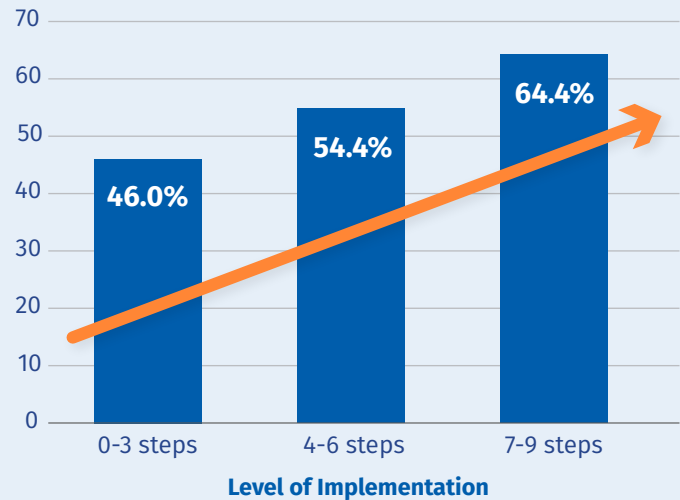
To find resources for each of the Ten Steps, visit:

[texastenstep.org/the-ten-steps/overview](https://texastenstep.org/the-ten-steps/overview)

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

The 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 of including hospital leaders one of the participants stated, “... the leader’s job is to remove the boulder from 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](http://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](https://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](http://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](http://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](http://www.aafp.org/about/policies/all/breastfeeding-lactation-medical-trainees.html)

### ACOG The Physician’s Role in Human Milk Feeding

[www.acog.org/education-and-events/publications/the-physicians-role-in-human-milk-feeding](http://www.acog.org/education-and-events/publications/the-physicians-role-in-human-milk-feeding)

### AAP’s Breastfeeding Residency Curriculum

[www.aap.org/en/pedialink/breastfeeding-curriculum](http://www.aap.org/en/pedialink/breastfeeding-curriculum)





Health Care Leadership Toolkit

# 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](https://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](http://awhonn.org/education/staffing-standards)

**USLCA Publications: IBCLC staffing statement and Who's Who in Lactation?**  
[uslca.org/resources/publications-2](http://uslca.org/resources/publications-2)



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Learn more at: [dshs.texas.gov/BreastfeedingAwareness](https://dshs.texas.gov/BreastfeedingAwareness)



## 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

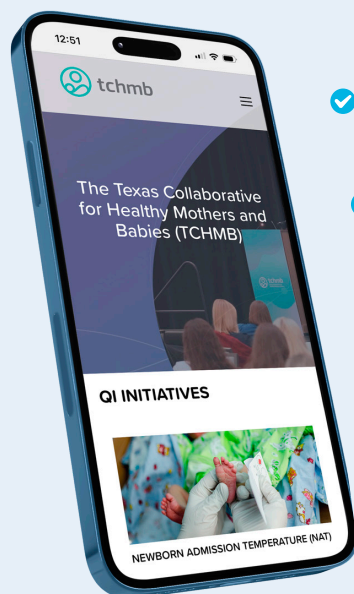
**Texas Lactation  
Support Hotline  
(TLSH):**  
1-855-550-6667



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 the **Sharing Your Success and Hard Work** section of the Health Care Staff Toolkit).



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Health Care Leadership 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 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.

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



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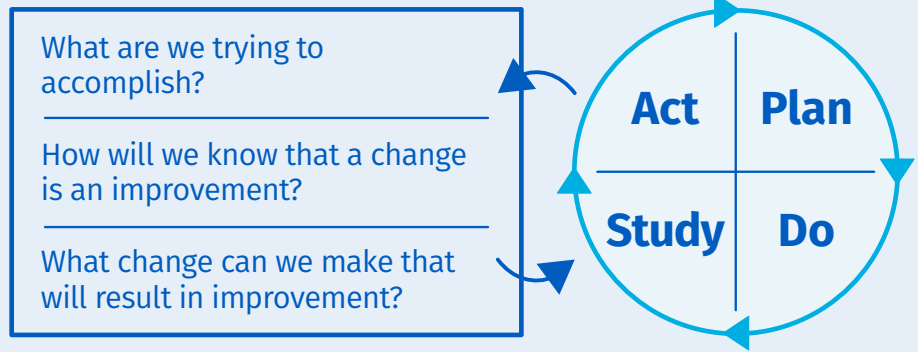
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## Empower Change: The PDSA Cycle

- ✔ 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.



## Who is on your hospital's improvement team?

Learn more at [ihi.org](http://ihi.org)



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## 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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Image Source: © Texas Health and Human Services

# Tools to Take Action

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- Healthcare Provider's Guide to Breastfeeding](#)

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

### [Texas WIC Breastfeeding Training](#)



# Resources for Support and Success

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

## [IHI Become the Quality Leader You Want to Be](#)

[youtube.com/watch?v=Oa\\_NENsMjtc](https://youtube.com/watch?v=Oa_NENsMjtc)

## [Texas Ten Step Program Self-Assessment Tools](#)

[texastenstep.org/new-applicants/scorecard-evaluation-tool](https://texastenstep.org/new-applicants/scorecard-evaluation-tool)

## [CDC mPINC Ten Steps Assessment Tool](#)

[cdc.gov/breastfeeding/data/ten-steps-assessment-tool](https://cdc.gov/breastfeeding/data/ten-steps-assessment-tool)

## [Baby-Friendly USA's Guidelines and Evaluation Criteria](#)

[babyfriendlyusa.org/for-facilities/practice-guidelines/](https://babyfriendlyusa.org/for-facilities/practice-guidelines/)

## [The Joint Commission-Advanced Certification in Perinatal Care](#)

[jointcommission.org/what-we-offer/certification](https://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/](https://aap.org/en/patient-care/breastfeeding/breastfeeding-practice-tools-for-health-professionals/)

## [The Lancet Breastfeeding Series](#)

[thelancet.com/series/Breastfeeding-2023](https://thelancet.com/series/Breastfeeding-2023)



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