In 2011, the U.S. Surgeon General Issued a Call to Action to Support Breastfeeding.

“...the time has come to set forth the important roles and responsibilities of clinicians, employers, communities, researchers, and government leaders and to urge us all to take on a commitment to enable mothers to meet their personal goals for breastfeeding.”

—Surgeon General Regina M. Benjamin

**What’s Happening in Texas**

Most moms choose to breastfeed; however:

- Fewer than 17% of their babies breastfeed according to medical recommendations.
- Most Texas moms do not meet their own breastfeeding goals. Fewer than half will breastfeed for as long as they want.

**How Babies Received Formula for the First Time in the Hospital**

Hospital practices that undermine exclusive breastfeeding:

- 28% Mother asked for formula.
- 23% Formula was in the room.
- 28% Hospital staff brought formula without asking.
- 21% Hospital staff fed baby formula without asking.

**Where You Are Born Matters!**

Prevalence of Any and Exclusive Breastfeeding on Day 2 of Life*

*Among Texas Healthy, Term, Singleton Newborns, 2009

- **Any Breastfeeding**
  - No Designation
  - Texas Ten Step
  - Baby Friendly
- **Exclusive Breastfeeding**
  - No Designation
  - Texas Ten Step
  - Baby Friendly
- **Formula Supplementation of the Breastfed Child**
  - No Designation
  - Texas Ten Step
  - Baby Friendly

Data Source: Texas DSHS Office of Program Decision Support, Texas Vital Statistics, Linked Provisional Live Births, Newborn Screening Demographics, 2009
SOLUTION: DSHS is committed to making breastfeeding a priority from day one.

PREGNANT & NEW MOMS

HOSPITALS & BIRTHING FACILITIES

CONCEPTION TO AGE 5

WORKFORCE INITIATIVE

COMMUNITY PROGRAM SUPPORT FROM DAY ONE

DSHS PATHWAY TO IMPROVED PERFORMANCE
A continuum of initiatives to support maternity practice improvement in infant nutrition and care

AWARENESS

introduces audiences to the 10 STEPS to successful breastfeeding

encourages facility decision-makers to increase awareness and inspire action

ACTION

FREE BREASTFEEDING CC TRAINING
Nationally recognized, trainer-led and online platforms

TECHNICAL ASSISTANCE
Individualized support to meet the facility’s quality improvement goals

RESOURCES
Staff and patient education materials, toolkits, breastfeeding warmlines, mobile app, outpatient lactation support centers

TEXAS TEN STEP PROGRAM
designates birthing facilities that have addressed 85% of the 10 Steps and are Texas Mother Friendly designated

STAR ACHIEVER INITIATIVE
accelerates integration of the 10 Steps and supports continuity of care from hospital to community

supports the IOM’s six aims of improvement: Safety, Effectiveness, Patient Centeredness, Timeliness, Efficiency, Equity

ACHIEVEMENT

BABY-FRIENDLY HOSPITAL INITIATIVE
awards full integration of the 10 Steps.
A global program of the World Health Organization (WHO) and UNICEF. Baby-Friendly USA is the accrediting body in the U.S.

increases proportion of births in facilities providing recommended care for lactating mothers and their infants (Healthy People 2020 target).

improves exclusive breastmilk feeding performance measures for The Joint Commission and Centers for Medicaid & Medicare Service.

prepares facilities for shifting trend in reimbursement from volume to value-based care. Payment of service increases with improved quality and outcomes.

PARTNER WITH DSHS TO:

- Establish your facility as a community health-care leader.
- Build staff confidence and skill through increased education.
- Recruit a higher quality of care staff and increase staff loyalty.
- Remove outdated, ineffective practices and establish evidence-based medical care.
- Increase patient satisfaction by helping mothers reach their personal infant feeding goals.

For more information, visit www.TexasTenStep.org or email TexasTenStep@dshs.state.tx.us

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