

# *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



Environments that  
Support Breastfeeding

Opportunity for Improvement



Sharing Your Success

Tools to Take Action



# Right from the Start

## 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

Health Care Staff Toolkit

# Breastfeeding in Texas



## Frontline staff: Key Breastfeeding Champions

Well-trained hospital staff are key to successful breastfeeding. Staff champion breastfeeding for moms and babies by:

- Sharing the risks of not breastfeeding to keep mom and baby stay healthy.
- Making sure best practices occur 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.

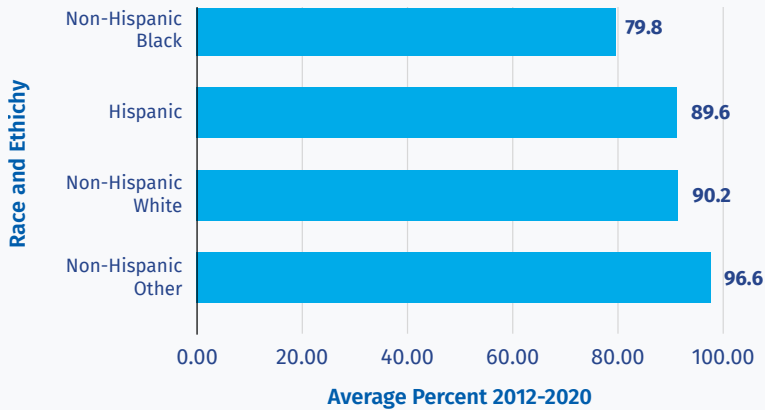
- Each year, nearly 2,000 babies die before their first birthday in Texas.
- Over the past ten years (2012-2022) non-Hispanic Black babies were twice as likely to die compared to non-Hispanic White babies.
- Texas 2022 infant mortality rate stands at 5.6, above the Healthy People 2030 target of 5.0 deaths 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.

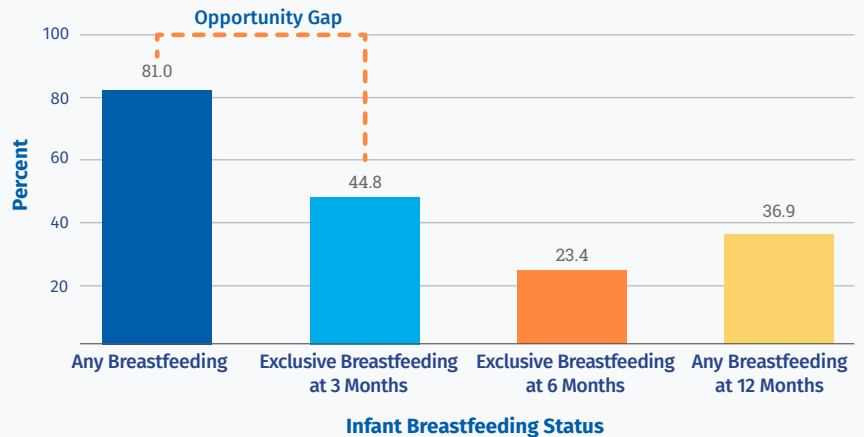
- Breastfeeding right after birth and throughout the hospital stay increases the chance more moms will continue to breastfeed longer.
- Use best practices as a foundation, and tailor the support you give to meet each mom's unique needs.

## 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)

### Centers for Disease Control and Prevention Breastfeeding Information

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



TEXAS  
Health and Human  
Services

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](https://dshs.texas.gov/BreastfeedingAwareness)

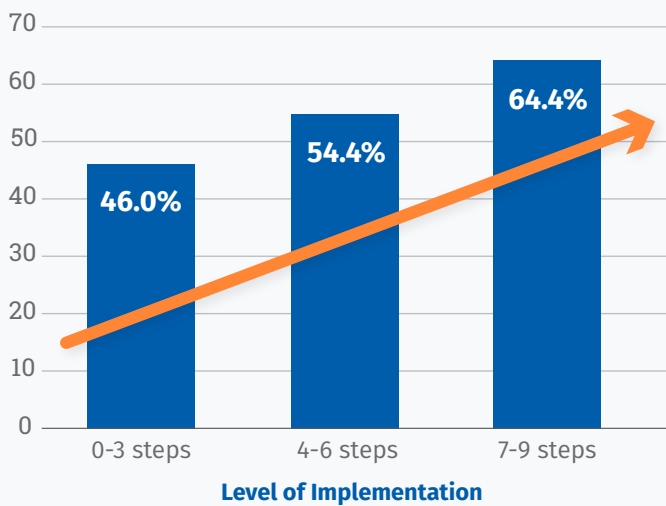
# Breastfeeding Best Practice: Ten Steps that Make a Difference



## 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.

*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.

## Building Blocks for Breastfeeding Success

- 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)

## Safe Sleep and Breastfeeding: A Dual Priority

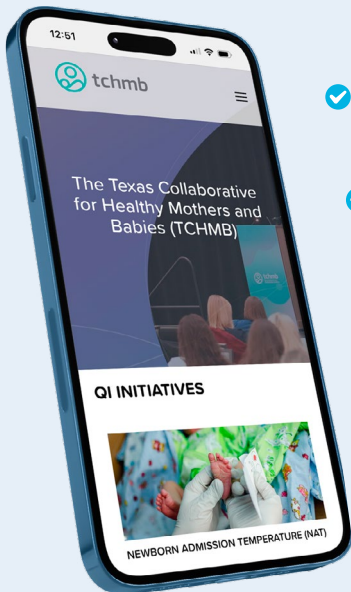
- Breastfeeding reduces the risk of SIDS.
- Combining breastfeeding support with safe sleep education enhances baby's safety.

To learn more about safe infant sleep and breastfeeding, visit: [dshs.Texas.gov/SafeInfantSleep](https://dshs.Texas.gov/SafeInfantSleep)



## 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 **Share Your Success and Hard Work** of this toolkit).

## Empower Your Practice: Resource Information

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

### [Texas Ten Step Program Success Stories](https://texastenstep.org/community/success-stories)

[texastenstep.org/community/success-stories](https://texastenstep.org/community/success-stories)

### [NACCHO Continuity of Care Breastfeeding Support Blueprint](https://naccho.org/blog/articles/continuity-of-care-in-breastfeeding-support-a-blueprint-for-communities)

[naccho.org/blog/articles/continuity-of-care-in-breastfeeding-support-a-blueprint-for-communities](https://naccho.org/blog/articles/continuity-of-care-in-breastfeeding-support-a-blueprint-for-communities)



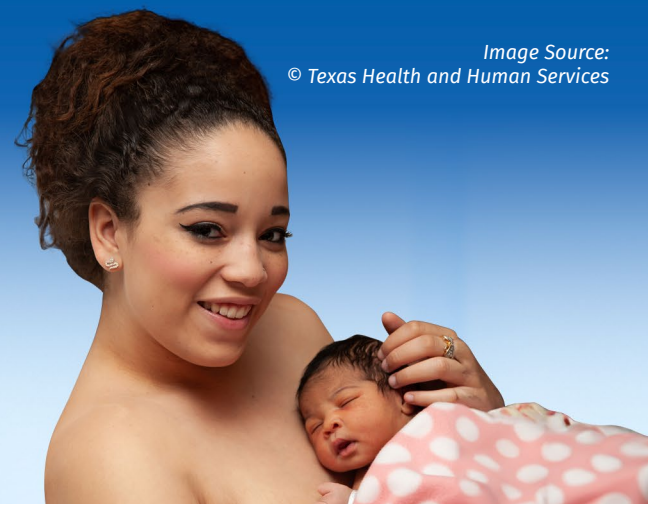
Texas Department of State Health Services

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

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

## Health Care Staff Toolkit

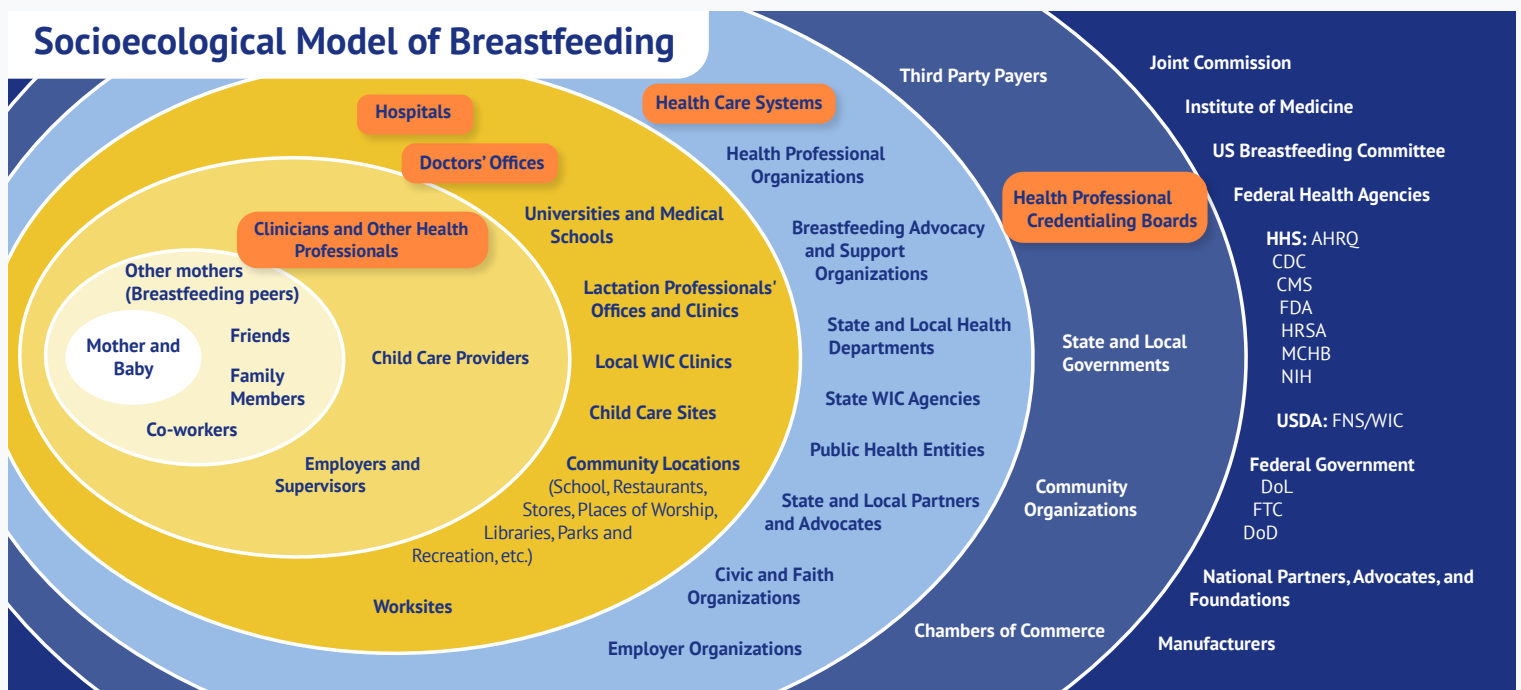
# Create Environments that Support Breastfeeding



## Everyone Has a Role in Breastfeeding Support

Healthcare staff are close to a mother's inner circle of influence and support. They can be a trusted source for breastfeeding help and model for the community.

### Socioecological Model of Breastfeeding



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

## Inspiration from the Field: Reducing Breastfeeding Disparities

The CHAMPS Mississippi project provided quality improvement and technical assistance to implement the Ten Steps through the Baby-Friendly Hospital Initiative (BFHI) (Burnham, et al., 2022). Partnerships with community groups and statewide organizations led to the following successes:

- Between 2014-2020, the number of BFHI facilities went from zero to 22.
- Breastfeeding initiation increased from 56% to 66%, reducing disparities between Black and White dyads by 17%.
- Exclusive breastfeeding increased from 26% to 37%.

# Foundations for Frontline Support of Breastfeeding

## Why Foundations Matter

- Most healthcare providers view breastfeeding positively and support its practice.
- Personal experiences with breastfeeding shape providers' empathy, knowledge, skills, and enthusiasm for its benefits.
- In a study with physicians, application of practices were based on personal experience over evidence-based medicine, particularly among those who struggled with breastfeeding (Hoyt, et al., 2024).



## Worksite Lactation Support in the Hospital Matters

- Employees with breastfed babies miss work less often.
- Breastfeeding lowers health care-costs.
- Lowers turnover rates of staff.
- Boosts productivity and loyalty.



Image Source:  
U.S. Breastfeeding Committee

## Empower Your Practice: Resource Information

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

### Texas Mother-Friendly Worksite Program

[dshs.texas.gov/maternal-child-health/programs-activities-maternal-child-health/texas-mother-friendly-worksite](https://dshs.texas.gov/maternal-child-health/programs-activities-maternal-child-health/texas-mother-friendly-worksite)

### Healthcare Provider's Guide to Breastfeeding

[hcpbreastfeeding.com](https://hcpbreastfeeding.com)

### 2023 Lancet Breastfeeding Series

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

### Texas Hospitals that have "banned the bag"

[banthebags.org/bag-free-hospitals/](https://banthebags.org/bag-free-hospitals/)

### Build a Breastfeeding Plan

[breastmilkcounts.com/getting-prepared/my-breastfeeding-plan](https://breastmilkcounts.com/getting-prepared/my-breastfeeding-plan)

### CLAS in Maternal Health Care

[thinkculturalhealth.hhs.gov/education/maternal-health-care](https://thinkculturalhealth.hhs.gov/education/maternal-health-care)

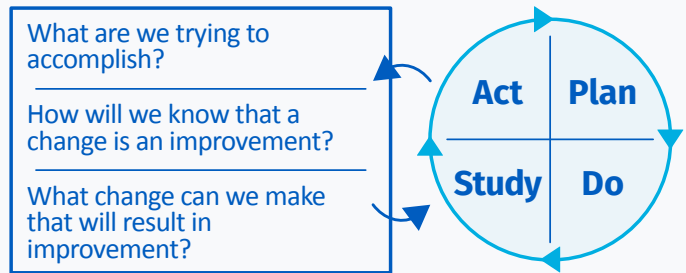




# Opportunity for Improvement

## Empower Change: The PDSA Cycle

- ✔ Utilize the **Plan-Do-Study-Act (PDSA)** cycle for ongoing quality enhancement.
- ✔ Begin small, targeting staff barriers with breastfeeding champions to ensure success.



## 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 mPINC

- 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.

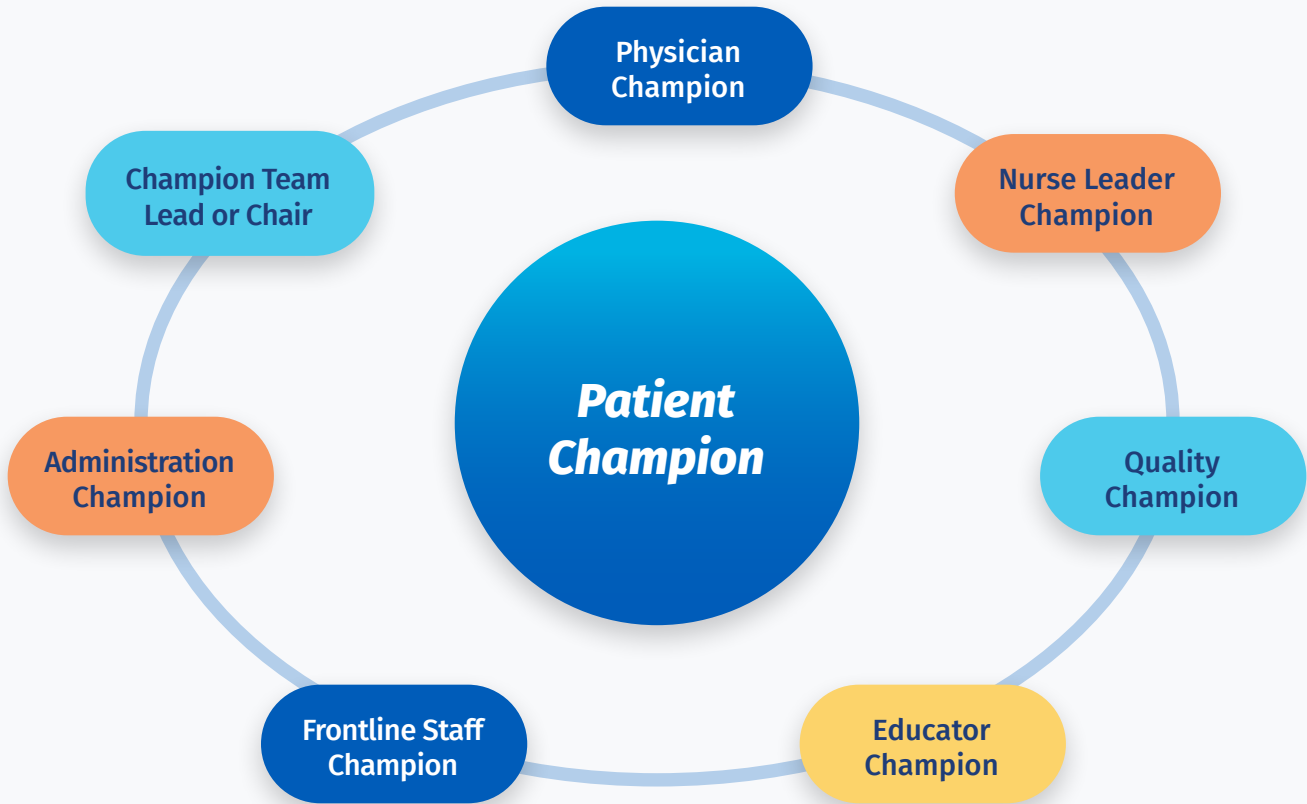
To find your hospitals past results or participate in current surveys results, you can email [mPINC@CDC.gov](mailto:mPINC@CDC.gov). Visit [CDC.gov/breastfeeding-data/mpinc](https://www.cdc.gov/breastfeeding-data/mpinc) to learn more.



## Core Champions for Breastfeeding Quality Improvement

Gather key staff to collaborate and drive best practice that impact outcomes.

- ✓ Do you have a team like this at your hospital?
- ✓ Who in your hospital reviews and reports breastfeeding data?
- ✓ Learn more about forming an improvement team at [ihi.org](http://ihi.org).



## Empower Your Practice: Resource Information

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### Texas Ten Step Program Self-Assessment Tools

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

### CDC mPINC Ten Steps Assessment Tool

[cdc.gov/breastfeeding-data/mpinc-ten-step-toolkit/](http://cdc.gov/breastfeeding-data/mpinc-ten-step-toolkit/)

### Baby-Friendly USA's Guidelines and Evaluation Criteria

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

### IHI: How to Engage Your Health Care Leader

[youtube.com/watch?v=mBfDHLdDwBw](http://youtube.com/watch?v=mBfDHLdDwBw)

Health Care Staff Toolkit

# Share Your Success and Hard Work



## Key Awareness Dates

Your knowledge and voice play a key role in community wellness. Help build breastfeeding awareness and ensure promotion of safe sleep practices. Share the changes your hospital has made to improve support for breastfeeding. Your ability to inspire, teach, and strengthen your community is powerful.

Mark your calendar for these important dates to amplify your message:

### March. International Board Certified Lactation Consultant (IBCLC) Day.

- First Wednesday in March.

### August. National Breastfeeding Month.

- **Week 1:** World Breastfeeding Week.
- **Week 2:** Indigenous Milk Medicine Week.
- **Week 3:** Asian American Native Hawaiian and Pacific Islander Breastfeeding Week.
- **Week 4:** Black Breastfeeding Week.

### September.

- **Week 5:** Workplace Lactation Week (new).
- **Week 6:** Semana de la lactancia latina.

### October. SIDS Awareness Month.

- Build support for the critical intersection between breastfeeding and SIDS prevention.



## Spread the Word: Show Your Support for Breastfeeding on Social Media

Help spread the message about the importance of breastfeeding support. Use our new profile frames and social media profile banners along with these hashtags in your captions to join the conversation:

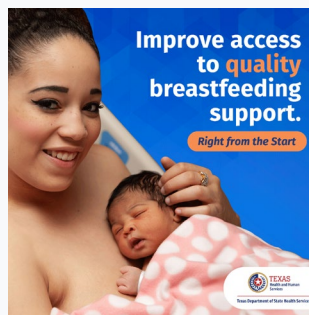
**#RightFromTheStart**

**#HealthyTexasBabies**



**#TXBreastfeedingAwareness**

It's a great way to make your dedication visible and encourage others to do the same.



Find graphics on [dshs.texas.gov/BreastfeedingAwareness](https://dshs.texas.gov/BreastfeedingAwareness)

## Show your support as a breastfeeding champion



## Empower Your Practice: Resource Information

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### AWHONN Breastfeeding Resources

[awhonn.org/consumer-resources/breastfeeding-resources-for-nurses](http://awhonn.org/consumer-resources/breastfeeding-resources-for-nurses)

### ILCA Journal of Human Lactation

[ilca.org](http://ilca.org)

### World Alliance for Breastfeeding Action (WABA)

[waba.org.my/wbw](http://waba.org.my/wbw)



Texas Department of State  
Health Services

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# Tools to Take Action

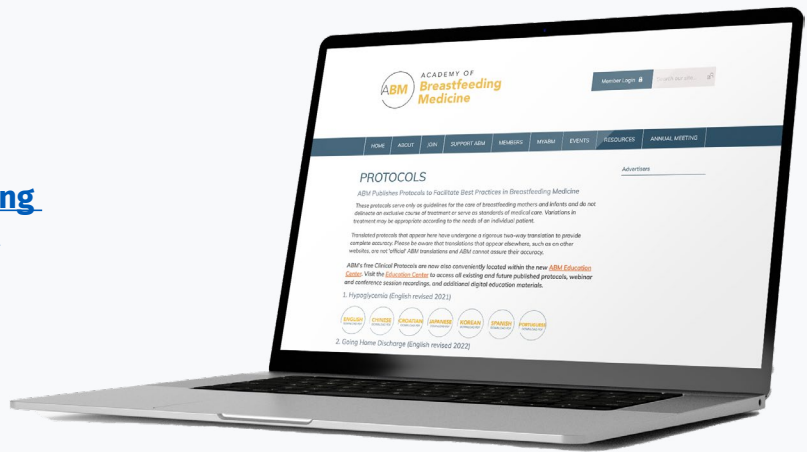


Discover state and national resources designed to empower both healthcare providers and mothers!

## 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](#)



## 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](http://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.



Source: USDA

**Refer mom to local breastfeeding help.**  
*Share these resources!*

- [TexasWIC.org](http://TexasWIC.org) – Breastfeeding support through IBCLC, Peer Counselors, and community breastfeeding classes.
- [BreastmilkCounts.com](http://BreastmilkCounts.com) – Check out the video blogs and lactation consultant listing on the *Get Help* page!

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Texas Department of State Health Services. (2024). *2022/2023 Healthy Texas Mothers and Babies Data Book*. Texas Department of State Health Services. <https://www.dshs.texas.gov/sites/default/files/healthytexasbabies/Documents/2022%20-%202023%20Healthy%20Texas%20Mothers%20and%20Babies%20Data%20Book.pdf>