



Department
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First Steps Application Changes Effective July 2020

In December 2019, Baby-Friendly USA released *Interim Guidelines and Evaluation Criteria* for the next two years. Per Baby-Friendly USA, “These changes add greater clarity, give moms and families more choice, and encourage more collaborative conversations between parents and providers.” The Ohio First Steps for Healthy Babies Review Committee updated the First Steps applications to reflect these changes. Steps 2, 3, 7, and 9 are impacted. Please see below for a summary of the changes effective for application submissions after July 2020. The wording in Section 4 (Bag Free designation) of the applications was also updated for clarity.

Step 2 Train all health care staff in the skills necessary to implement this policy.

- No updates made.

Step 3 Inform all pregnant women about the benefits and management of breastfeeding.

- Added “Education can be delivered in any modality, with follow up conversation, and documentation.”
- Updated wording for 3.3
Added “Virtual learning (video, podcasts, texts) with follow-up conversation” as an option.

Step 7 Practice rooming in—allow mothers and infants to remain together 24 hours a day.

- Updated wording for 7.1
What percent of healthy mothers and infants remain together (“rooming-in”) for all but one hour in 24 hours, OR have one of the following:
 - a medical reason for a longer separation
 - a safety-related reason for a longer separation
 - maternal request/choice for a longer separation with parental counselling documented in the medical record?

Step 9 Give no pacifiers or artificial nipples to breastfeeding infants.

- Updated wording for 9.1
What percent of breastfeeding infants have not been offered a pacifier (except for brief periods of time during painful procedures) or bottle?
- Updated wording for 9.2
What percent of breastfeeding mothers are counselled about the risks of giving any bottles or pacifiers to their infants until after breastfeeding is fully established (approximately 3-4 weeks)?
- Updated wording for 9.4
Are fathers/partners counselled about the risks of giving bottles or pacifiers until breastfeeding is well established at one month of age?



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Section 4: Optional Information (Bag Free)

- Updated wording for 11.2
Do you display or distribute promotional materials for breast milk substitutes, including bottles and pacifiers, to pregnant women and mothers?
- Updated wording for 11.4
During the last year, have you given pregnant women, mothers and their families any marketing materials, samples or gift packs that include breast milk substitutes, bottles, pacifiers or other equipment or coupons from formula companies?

For more information on the Baby-Friendly USA Interim Guidelines, please visit

<https://www.babyfriendlyusa.org/wp-content/uploads/2019/11/SummaryChanges-InterimGEC-191107.pdf>.