



A breastfeeding initiative by the
OHIO HOSPITAL ASSOCIATION and
the **OHIO DEPARTMENT OF HEALTH**



Department
of Health

OHIO FIRST STEPS

Highlighting Improvements in Breastfeeding Outcomes Across Ohio

Launched in 2015,

Ohio First Steps for Healthy Babies is led jointly by the Ohio Hospital Association and the Ohio Department of Health. The program recognizes maternity centers in Ohio that have taken steps to promote, protect and support breastfeeding in their organizations. First Steps offers many opportunities for learning and networking to support the Ten Steps to Successful Breastfeeding, as defined by the World Health Organization and Baby-Friendly USA. The Ohio First Steps for Healthy Babies program recognizes hospitals for implementing the Ten Steps, using a modified application form. A five-star program, First Steps awards a star for every two steps achieved.

Since the program has been implemented, dozens of original educational resources have been created, with thousands of copies being distributed across the state. Free trainings across the state have reached hundreds of hospital staff, accounting for nearly all maternity hospitals in Ohio.

CURRENTLY, 98% OF MATERNITY HOSPITALS ARE ENGAGED IN THE FIRST STEPS PROGRAM.

Preliminary data analyses appear to indicate that the First Steps program has had an impact in improving breastfeeding rates in Ohio hospitals.

HIGHLIGHTS

Created educational materials on benefits of breastfeeding and the 10 steps. Distributed thousands of free copies of materials across the state.



In partnership with the Ohio Lactation Consultants Association and Ohio Breastfeeding Alliance, created

the Maternity Care Best Practice recognition for hospitals that did not provide free formula bags to new mothers. In its fourth year, **80 hospitals were recognized** for their best practices. An increase of 60% from year one.



Awarded **2018 Best Abstract Award in Education, Quality Improvement, or Advocacy** by the

American Academy of Pediatrics Section on Breastfeeding. Abstract titled “Ohio First Steps for Healthy Babies—impact of a state-based program to promote best breastfeeding practices for birthing hospitals”, submitted by lead author Lydia Furman, MD.

In 2018, in support of the Step 2 focus on staff education, ODH **launched 15 online modules** on behalf of First Steps. Hospital staff can complete these at their own pace and receive continuing education, all at no cost.



Hosted free Kangaroo Care trainings across the state of Ohio through ODH. In addition, **hosted 19 free train-the-trainer sessions** across Ohio in support of Step 2, staff education and skills labs.



A breastfeeding initiative by the
OHIO HOSPITAL ASSOCIATION and
the **OHIO DEPARTMENT OF HEALTH**



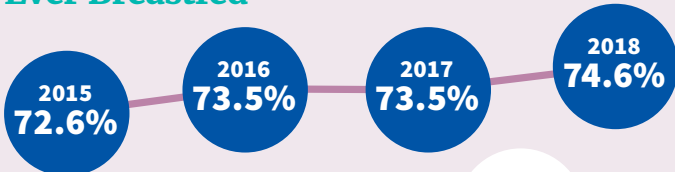
Department
of Health

HOSPITAL DATA

Source: Ohio Department of Health, Bureau of Vital Statistics

BREASTFEEDING RATES AT HOSPITAL DISCHARGE

Ever Breastfed



Exclusively Breastfed



Insufficient data for 2015.

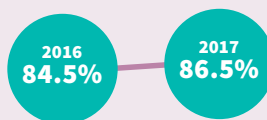
OHIO PREGNANCY ASSESSMENT SURVEY DATA

Hospital Breastfeeding Practices Data Highlights (2017)

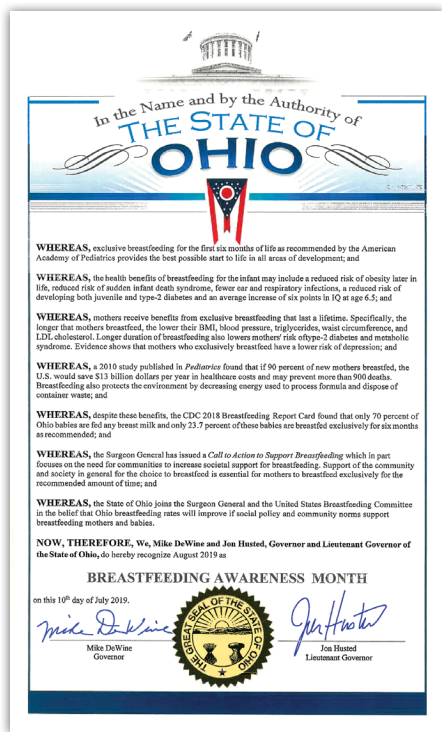
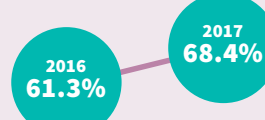
- 94.4% Hospital staff provided breastfeeding information
- 90.6% Baby stayed in same room as mom at hospital
- 88.8% Baby placed skin to skin within first hour of life
- 87.2% Hospital staff helped mom learn how to breastfeed

Improvements in Breastfeeding Rates

EVER BREASTFED



BREASTFED AT 8 WEEKS



Governor Mike DeWine and Lt. Governor Jon Husted have signed a proclamation recognizing the month of August as Breastfeeding Awareness Month. For 2019, Ohio's theme was "Empower Families, Support Breastfeeding." This theme focuses on the importance of supporting all members of a breastfeeding family, as well as working to advocate for breastfeeding-supportive environments in and around our local communities.

ACKNOWLEDGEMENTS

Ohio First Steps Staff

Ryan Everett, MPH
Director, Population Health
Ohio Hospital Association

Bre Haviland, MS, RD, LD, CLC
Bureau of Maternal, Child and Family Health
Ohio Department of Health

Ohio First Steps Partners

American Academy of Pediatrics, Ohio Chapter
Association of State and Territorial Health Officials

Ohio Breastfeeding Alliance
Ohio Lactation Consultants Association
Ohio WIC

Ohio First Steps Expert Team

Mary Burton RNC-BSN, IBCLC
Cleveland Clinic Akron General

Jennifer Foster, BSN, RN, IBCLC
Summa Health System

Lydia Furman, MD
University Hospitals Rainbow Babies and Children's Hospital

Laura Knisley, MSN, APRN, RD, LD, FNP, IBCLC, CDE
Ohio Lactation Consultant Association

Mary (Libby) Svoboda, MEd, BSN, RN, IBCLC, LCCE, FACCE
University Hospitals MacDonald Women's Hospital

Julie Ware, MD, MPH, IBCLC
Cincinnati Children's Hospital Medical Center

Susan Williamson, BSN, RN, IBCLC
University of Cincinnati Medical Center



155 E. Broad St., Suite 301
Columbus, OH 43215-3640
t 614-221-7614
f 614-221-4771

ohiohospitals.org
f : /helpingohiohospitals
t : @ohiohospitals



Department
of Health

odh.ohio.gov • ohiofirststeps@odh.ohio.gov
f : /ODHMaternalChildFamilyHealth