



FIRST STEPS

for healthy babies

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

Resource Guide

Links and tools to support the *First Steps for Healthy Babies* initiative
and your hospital's breastfeeding journey.



First Steps Resource Guide

Ohio's *First Steps for Healthy Babies* initiative was adapted from the [North Carolina Maternity Center Breastfeeding-Friendly Designation Program](#).

First Steps for Healthy Babies

[Kickoff Webinar Slides](#) and [Webinar Recording](#)

An overview of the *Ten Steps to Successful Breastfeeding* and the *First Steps* program.

[Hospital Practices to Support Breastfeeding](#)

Webinar presented by Centers for Disease Control and Prevention explaining the evidence-based rationale for hospital promotion of breastfeeding-friendly policies and practices.

[Webinar Recordings](#)

Educational opportunities including recorded webinars, shared best practices, and upcoming events.

[Integrated Perinatal Health Information System](#) (IPHIS)

Instructions for entering exclusive breastfeeding on the Electronic Birth Certificate.

National Resources

[Baby-Friendly USA](#)

Accrediting body for the Baby-Friendly Hospital Initiative in the U.S.

[NICHQ \(National Institute for Children's Health Quality\)](#)

Organization aiming to improve children's health with breastfeeding specific focus.

[American Academy of Pediatrics](#)

Ten Steps to Support Parents' Choice to Breastfeed Their Baby.

[WIC Loving Support](#)

WIC breastfeeding promotion campaign.

[Surgeon General's Call to Action to Support Breastfeeding](#)

Identifies ways that families, communities, employers and health care professionals can increase support and improve breastfeeding rates.

[It's Only Natural](#)

Breastfeeding campaign that aims to help African American women and their families understand the health benefits of breastfeeding.

Father/Partner Engagement

[Resources for Fathers/Partners](#)

Tips to include fathers/partners in all *10 Steps*.

[Encouraging Breastfeeding on Demand \(Step 8\)](#)

FAQs and tips for fathers/partners.

[Engaging Men & Dads at WIC: A Tool-Kit](#)

California WIC's online tool-kit for involving fathers.

[Postpartum Support International](#)

Free resources for fathers and partners.

[USDA Printable Materials](#)

Fact sheets, brochures, and posters with tips and information for family and friends to encourage breastfeeding.

Health Care Providers

[Expanding Clinicians' Roles in Breastfeeding Support](#)

Two 1.5 hour CME-approved trainings on breastfeeding support for physicians.

[Healthy Children's Center for Breastfeeding](#)

Lactation trainings for lay persons and health care professionals.

[Maximizing Breastfeeding Outcomes in the Outpatient Setting](#)

3 hour CME-approved course provided by the Alabama Chapter-American Academy of Pediatrics.

[American Academy of Family Physicians](#)

Community-based tools, advocacy resources, evidence-based knowledge and educational materials for family physicians to support and encourage breastfeeding.

[Wellstart International](#)

Module I is free and applicable for all health care providers.

[American Academy of Pediatrics](#)

List of Breastfeeding Educational Courses and Materials.

[American Congress of Obstetricians and Gynecologists \(ACOG\) Breastfeeding Tool-Kit](#)

Online tool-kit developed by ACOG's Breastfeeding Expert Work Group to help ob-gyns and other women's health care providers support and encourage breastfeeding.

[Maryland Hospital Breastfeeding Resources](#)

Free physician webinar recordings on breastfeeding-related topics and modules for maternity nursing staff in hospitals seeking Baby-Friendly designation. Free CMEs credits.

State Initiatives

[North Carolina Maternity Center Breastfeeding-Friendly Designation Program](#)

[Texas Ten Step Toolkit](#)

Detailed information on each step of Texas Ten Step's Star Achiever Program.

[Texas Ten Step Videos](#)

Video series related to each of the *Ten Steps*.

[The Gift](#)

Tools and resources for implementing Louisiana's The Gift program.

[Massachusetts Health and Human Services](#)

Becoming Baby-Friendly: Practical Solutions Toolkit.

Sample Policies

[Sample Hospital Breastfeeding Policy for Newborns](#)

American Academy of Pediatrics

[Model Breastfeeding Policy](#)

Academy of Breastfeeding Medicine

[A Model Infant Feeding Policy for Baby-Friendly Designation in the USA](#)

Data & Statistics

[Breastfeeding Report Card](#)

CDC state-by-state data on breastfeeding rates and indicators of community support.

[1,000 Days Infographic on Breastfeeding Goals](#)

[CDC Breastfeeding Data & Statistics](#)

List of reports on CDC research related to breastfeeding.

Additional Resources

[Ready, Set, BABY](#)

A tool-kit that provides the information, tools, and resources necessary to educate all prenatal women about evidence-based maternity care practices—Step 3. Resources are available in English and Spanish. Also includes a training for educators on the use of materials. Updated [Resources](#).

[Safety of Baby-Friendly Practices](#)

Safety information about safe sleep, pacifiers, rooming-in and skin-to-skin care while implementing the *10 Steps to Successful Breastfeeding*.

[Philadelphia Department of Health](#)

Breastfeeding resources in 14 different languages available to healthcare professionals and mothers.

If you would like to add resources to this list, please email ohiofirststeps@odh.ohio.gov.