



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

STEP 3: INFORM ALL PREGNANT WOMEN ABOUT THE BENEFITS AND MANAGEMENT OF BREASTFEEDING.

Ohio First Steps Webinar Series: Part One

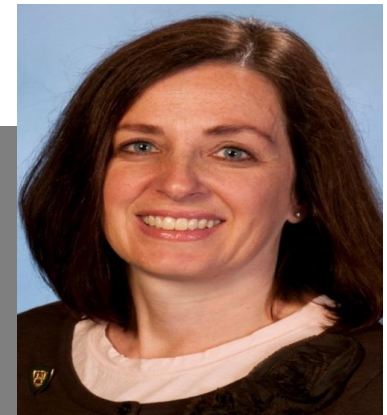
August 25, 2016



PRESENTERS



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Ohio First Steps - Staff



Ryan Everett,
MPH



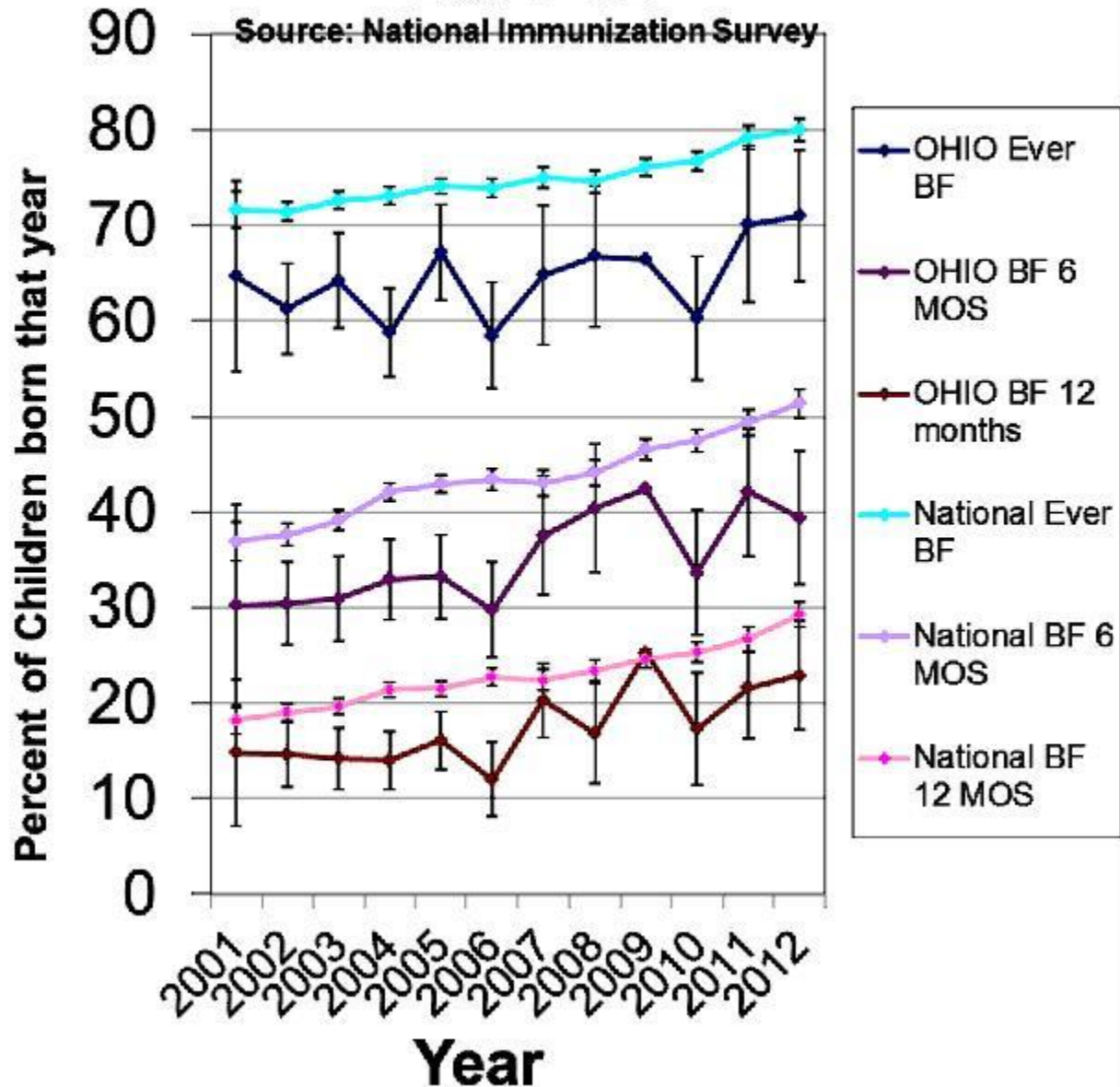
Bre Haviland,
MS, RD, LD, CLC



DISCLOSURES

The presenters have no conflict of interests
to declare

Breastfeeding Rates-- Ohio, 2001-12



*From Beth Conrey (ODH)

OHIO INFANT MORTALITY RATE

Group	2013	2014	National Rate (2013)*
All Races	7.4	6.8	6.0
White	6.0	5.3	5.1
Black	13.8	14.3	11.2
Hispanic	8.8	6.2	5.3
Non-Hispanic***	7.3	6.9	6.1

The Impact of Chronic Disease In Ohio

MORE OHIOANS DIE FROM CHRONIC DISEASES THAN ALL OTHER CAUSES COMBINED



and spend more on health care than all but 17 other states

1 million kids in Ohio will become smokers

1 in 3 children in the U.S. will likely develop diabetes

THE BURDEN OF CHRONIC DISEASE COSTS OHIO

\$27 BILLION EVERY YEAR

30% of adults and **13%** of high schoolers in Ohio are obese

1/3 of adults in Ohio have high blood pressure



MUCH OF THIS IS PREVENTABLE BY:

- Creating physically active communities (bicycle icon)
- Establishing 100% tobacco-free environments (no smoking sign icon)
- Increasing access to healthy food (apple icon)
- Improving preventive care (stethoscope icon)
- Connecting communities to health and social services (group of people icon)



OHIO'S PLAN TO PREVENT AND REDUCE CHRONIC DISEASE: 2014-2018
www.healthy.ohio.gov/CDPlan

05/15

THIS IS WHY WE DID WHAT WE DID!

BF Initiation rate:

2012=72%

2014=81%

2015=82%

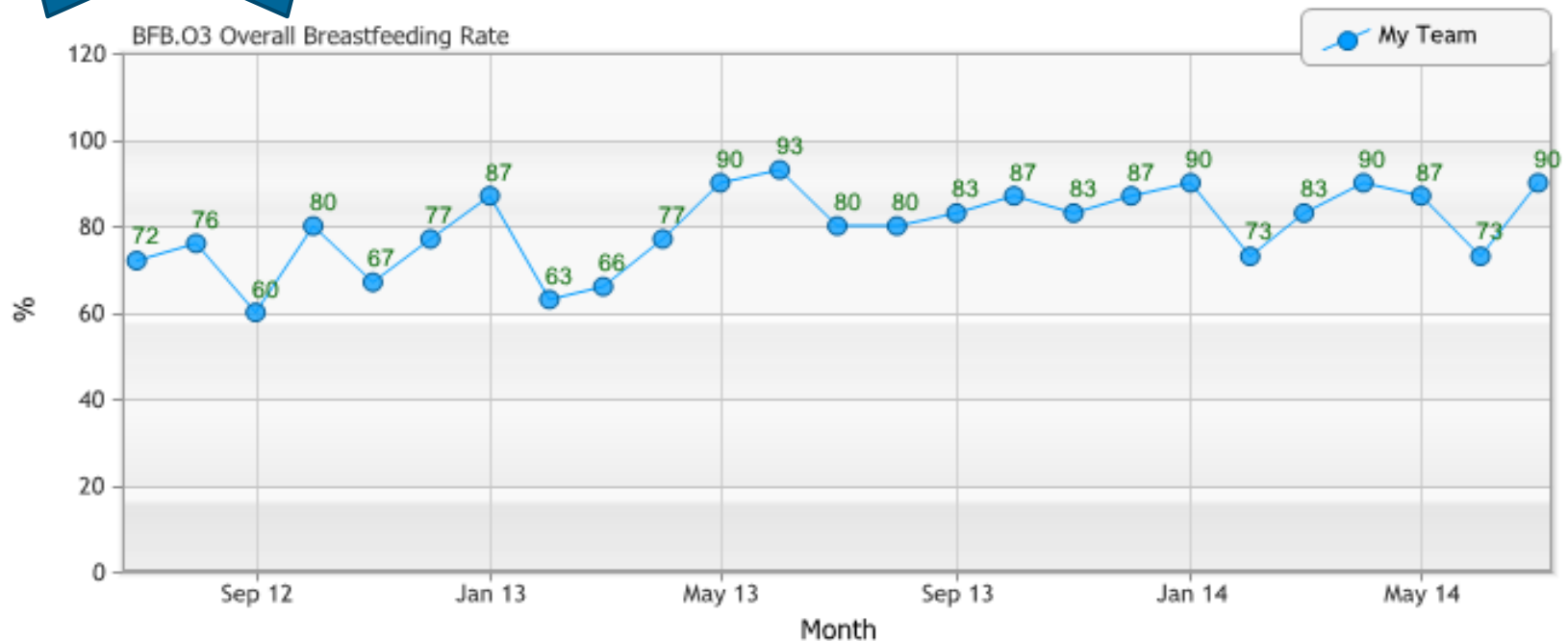


Baby
Friendly
Designated
September
2015!



University Hospitals MacDonal Women's Hospital Overall Breastfeeding Rate

Baby Friendly Designated December 2014!



OBJECTIVE

- **Attendees will be able to identify at least one strategy to improve prenatal breastfeeding education for their families**

THE BABY-FRIENDLY HOSPITAL INITIATIVE

Baby-Friendly USA
The gold standard of care



**GUIDELINES AND EVALUATION CRITERIA FOR FACILITIES
SEEKING BABY-FRIENDLY DESIGNATION**
BABY-FRIENDLY USA, INC

OFFICIAL DOCUMENT – Updated in 2016

<https://www.babyfriendlyusa.org/get-started/the-guidelines-evaluation-criteria>
(Summary of the changes from 2010 edition can also be found on this page)

2010 EDITION

<https://www.babyfriendlyusa.org/about-us/about-baby-friendly/archives>

Implementation of the 2016 edition:

DESIGNATED FACILITIES: All designated facilities must come into compliance with the new GEC by October 31, 2018

FACILITIES SEEKING DESIGNATION: All facilities with on-site assessments taking place after Oct 31, 2018 will be assessed using the 2016 edition

FOR FACILITIES **WITHOUT** AN AFFILIATED PRENATAL CLINIC OR SERVICES

- Guideline: “The facility should foster programs that make education about breastfeeding, including individual and group counseling, available to pregnant women for whom the facility provides inpatient services. The education should begin in the first trimester, whenever possible.”
- Evaluation: “Nursing Director/Manager will report that the facility provides in-house education and fostered development of community based programs...” And, provide written curriculum.
- If you do not have in house prenatal education, be sure to network with community programs such as WIC, to coordinate breastfeeding messages.
- **So...even though you will not be fully assessed on this step, it will be difficult to meet the other steps without adequate prenatal education!**

FOR FACILITIES **WITH** AN AFFILIATED PRENATAL CLINIC OR SERVICES

- Guideline: education to pregnant women should be available
- Make an effort to provide individualized education to women with documented contraindications to breastfeeding.
- Evaluation: breastfeeding education is provided to at least 80% of the pregnant women using those services

REQUIRED CONTENT

- ❖ Importance of exclusive bf
 - Non-pharmacologic pain relief methods for labor
- ❖ Importance of early skin-to-skin contact
 - Early initiation of bf
- ❖ Rooming-in 24h/d
- ❖ Feeding on demand (feeding cues)
 - Frequent bf to establish milk supply
- ❖ Effective positioning and attachment
- ❖ Exclusive bf for 6 months & continued bf (risks of supplementation)
 - Individualize education on the documented contraindications to bf
- All items listed above need to be included in your curriculum
- ❖ Evaluation requires at least these materials

EVALUATION CRITERIA

- Written description of prenatal education
- Patient interviews and data collection (chart audits) of randomly selected pregnant women in third trimester confirming:
 - 80% confirm a staff member has talked with them or offered a group talk that includes information on bf
 - 80% describe what was discussed (at least 2 of the following: skin-to-skin, rooming-in, and risk of supplements)

STEP 3 TEAM MEMBERS

- Physician Champion
- Advance Practice Nurses
- Clinic RN, MA, LPN.....
- Private Practice OB
- Childbirth Education
- Patient Educator
- Media (revise handouts & website)
- Informatics (revise EHR)
- WIC

WIC

- Partner with WIC
- Educational materials
- Prenatal Classes
- Peer helpers
- And more.....

TEAM PRE-WORK FOR STEP 3

- Clinic/office manager
- Physicians
- RN, LPN, MA
- Go to offices, meet with managers & staff
- Introduce to BFHI concept
- Tailor education to particular role
- PDSA's

FORMULA FEEDING FAMILIES....

- **Be sure you are not mentioning formula in a group!**
- No **group** information
- Nothing on website
- Nothing on handouts
- Nothing on TV
- Look at “donated” educational materials & magazines
- Informed decision
- Be sure to teach them safe formula feeding and cue based feedings (postpartum if decision to formula feed/prenatally-if patient asks)
- See Step 5 & 6 Guidelines for specific formula criteria

FIRST STEPS FOR HEALTHY BABIES MATERNITY CARE BEST PRACTICE AWARD

The *Ohio First Steps for Healthy Babies*, in partnership with the [Ohio Breastfeeding Alliance](#) and the [Ohio Lactation Consultant Association](#), accepted applications for the "Maternity Care Best Practice Award 2015" bag free recognition.

This recognized hospitals for removal of free infant formula samples and formula company branded diaper bags and goods. This supports hospitals in progress towards practices that align with "Baby Friendly USA" certification requirements, as well as the overall goal of reducing infant mortality in Ohio.



52 hospitals recognized for 2015

HELPFUL TIP

- Champion for each step
 - Pre-assessment
 - Research ideas
 - PDSAs
 - Monitor implementation
 - Gather records
 - Patient interviews
- Binder/section for each step
 - Include curriculum
 - Handouts
 - policies

WHO EDUCATES?

- Everyone!
- Not just the nurses

PRENATAL STAFF EDUCATION

- Role playing
- Scripting cards

WHO DO YOU EDUCATE?

- All pregnant women
- Include support person (father/partner, grandmothers, etc.)

HOW DO YOU START THIS? PDSAS

PRENATAL BREASTFEEDING INSTRUCTION
24 – 28 WEEK VISIT

Patient ID Label

DISCUSSED WITH PATIENT:

THE BENEFITS OF BREASTFEEDING:

- Decreased risk of SIDS
- Easier for baby to digest, contains proteins that fight infections/viruses
- Fewer respiratory infections, ear infections & other childhood illnesses
- Decreased risk of childhood obesity
- Higher intelligence scores
- Mother will lose weight faster
- Promotes bonding between mother and baby

SKIN-TO-SKIN: At delivery & throughout the hospital stay

- Helps regulate baby's temperature, blood sugar, heart rate, & overall stress
- Baby cries less due to the comfort of skin-to-skin contact
- Promotes a feeling of safety & security in the baby
- Will encourage baby's natural instinct to breastfeed
- Lowers mother's stress hormones

ROOMING-IN:

- Opportunity to learn about baby & better prepared to care for baby
- Baby stays warm, cries less, comforted by familiar voices and touch
- Mom & baby sleep better
- Parents learn baby's feeding cues faster & can respond quicker
- Mother's mature milk will come in sooner
- Breastfeeding is more successful & baby will gain weight better

RISKS OF FORMULA

- Babies/Children who are formula fed have a greater risk of:
 - Ear Infections
 - Pneumonia
 - Obesity
 - Asthma and Allergies
 - Diarrhea/Constipation
 - SIDS
 - Diabetes

PATIENT PROVIDED WITH THE FOLLOWING PRINTED EDUCATION:

- "BENEFITS OF BREASTFEEDING"
- "LATCH AND POSITIONING"
- "ONLY BREAST MILK FOR THE FIRST SIX MONTHS"
- "FEEDING ON CUE"
- "ROOMING-IN"
- "SKIN-TO-SKIN"

PATIENT ENCOURAGED TO ATTEND A BREASTFEEDING CLASS
PATIENT VERBALIZES UNDERSTANDING OF EDUCATION

SIGNATURE/CREDENTIALS

PRINT NAME

DATE/TIME

Breastfeeding education has been reviewed by staff member. I understand everything we covered. I received the pamphlets listed and I have had all my questions answered concerning this subject.

Patient's Name _____

Date _____

METHODS

Many times!
Many ways!

- Hospital website
- Handouts
- App
- Flip Chart
- Posters
- Classes
- Prompts in EHR (“smart phrases”)
- EMMI (video education)

EHR PROMPTS (OBTV) (HAVE INFORMATICS ON TEAM)

EPIC - PREGNANCY CHECKLIST BABY FRIENDLY TAB

EPIC - PATIENT INSTRUCTIONS (PRINTOUTS)

EPIC - PREGNANCY CHECKLIST

FREE APP!

Flourish™ - Women's Resource App

COFFECTIVE.COM

TEXT4BABY.ORG

[HTTP://BREASTFEEDING.NICHQ.ORG/RESOURCES](http://breastfeeding.nichq.org/resources)

UNIVERSITY HOSPITALS MACDONALD WOMEN'S HOSPITAL

Breastfeeding – It's The Best



WHY BREASTFEEDING IS IMPORTANT



- Breastfeeding is good for moms
- Breastfeeding is good for babies
- Breastfeeding is good for families

HOW TO GET BREASTFEEDING OFF TO A GOOD START



- Early skin-to-skin, heart-to-heart contact with your baby after birth is essential
- Keep baby close to you – room in with your baby
- Learn feeding cues of your baby so that feeding is baby-led – Feed frequently.
- Breastfeed exclusively – avoid artificial nipples and unnecessary supplementation
- Learn how to position and attach your baby for feeding
- Only breastmilk for the first six months

BABY FORMULA, MILK OR WATER



Risks of giving breastfeeding baby formula, milk or water

- Can make baby less content on breastfeeds
- Can make baby more susceptible to illness
- Reduces milk supply

PERSONALIZE HANDOUTS



Newborn Education: Only Breast Milk for the First Six Months



Breastfeeding is the gift of a lifetime – a gift that only a mother can give.

UH MacDonald Women's Hospital
11100 Euclid Avenue, Cleveland, Ohio 44106
East: 216-595-5354
West: 440-250-2035
UHhospitals.org/breastfeeding

Breast milk is all your baby needs for the first six months of life

- 1 Babies need no other food or fluid, including water.
- 2 Introducing other food or fluids can cause problems for breastfeeding and your baby's health.

The early months of your baby's life are essential to their long-term development

- 1 Breastfeeding gives your baby the body-building components that are particularly suited to his health, growth and development.

The first milk is colostrum

- 1 Colostrum is concentrated milk that your breasts produce from about the middle of pregnancy.
- 2 Colostrum gives your baby protection against disease that no formula can provide.
- 3 The amount of colostrum is small during the first few days, so the baby's stomach will not be overfilled. This is important while the baby is learning to coordinate sucking, swallowing and breathing.
- 4 Baby's stomachs are very tiny at birth and grow a little larger each day. Breast milk production increases gradually, matching the baby's stomach size.
- 5 Colostrum, when given in the first hours after delivery, restores energy your baby used in delivery.

Babies are born with extra fluid stores

- 1 This extra fluid is used over the first few days because your baby's stomach is too small to accommodate lots of fluid. Breast milk is made in amounts that does not overfill your baby's tummy.
- 2 The weight loss babies normally experience in the first few days is simply loss of this "water weight."



POSTER



UNDERSTANDING BREASTFEEDING BY INJOY.



Empowering educators and health professionals.

Home | Log In **Welcome to InJoy, Guest.**

Customer Care 800.326.2082 x2

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Shopping Cart (0)

PRODUCTS ▾ COMPLETE SOLUTIONS EDUCATOR RESOURCES ▾ ABOUT INJOY ▾ CONTACT US

Enter search term or Item #

Home > Products > Breastfeeding > Understanding Breastfeeding: PowerPoint Class



Understanding Breastfeeding: PowerPoint Class

Total teaching flexibility with multimedia.

Understanding Breastfeeding: PowerPoint Class With Video Clips Qty:

Understanding Breastfeeding: PowerPoint Class Without Video Clips Qty:

TOTAL OF ITEMS SELECTED: **\$299.95**

ADD TO CART

[Add to Wishlist](#)

Facilitator's Guide With Parent Handouts

[Log in to Download](#)

LOTS OF COMMERCIAL PRODUCTS AVAILABLE!



Empowering educators and health professionals.

Home | Log In **Welcome to InJoy, Guest.**
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Topic

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- Childbirth
- Breastfeeding
- Postpartum & New Baby Care
- Sibling Preparedness
- Teen Pregnancy & Health
- Parenting & Child Abuse Prevention
- Staff Development
- Spanish Programs

Formats

- Independent Learning Parent eClasses
- Staff Development eCourses
- BASICS Easy-Read Guides With



Streamline postpartum education.

[Learn More](#)

Postpartum Education App

Understanding Comprehensive Guides

Online Staff Development

Online Patient Education

New Releases

Best Sellers



PERSONALIZE HOSPITAL WEBSITE

- Get a media person on your Baby Friendly team!
- www.summahealth.org

HOSPITAL SPECIFIC BIRTH PLANS

Maternity Appointments Find a Doctor Locations

Call us today to schedule a Maternity appointment (888) 544-1266 Patient Information (330) 375-3000

Learn more

Home / Medical Services / Women's Health | OB-GYN / About Our Services / My Birth Preferences

My Birth and Labor Preferences

Birth Preferences

You can't control every aspect of the labor and delivery process, particularly in the case of a [high-risk pregnancy](#), but having a plan will allow you the opportunity to discuss with your obstetrician your preferences of how you'd like your baby's birth to be handled. It will not only assist before you go into labor, it will also communicate your wishes to other members of the team such as your labor-and-delivery nurse and your midwife, while you're in active labor.

Akron Area Birth Preferences Checklist

Take some time and write your responses to the questions in the following form. Then print out a copy to use as discussion with your healthcare provider at your pre-natal appointment.

Please understand that this form reflects your ideas/suggestions only, and that medical necessity may override your preferences in order to best care for you and your baby.

* First Name:

http://www.summahealth.org/medicalservices/womens

BFHI INFO ON WEBSITE

www.summahealth.org/maternity/about%20baby-friendly

PNC Gmail Pandora YouTube Office 365 Books OHA To Read Recipes Office 365 Sign-In March of Dimes - Pre



Call today to learn more
(888) 544-1266



Summa Akron City Hospital Designated Baby Friendly®

Summa Akron City Hospital is the only facility in Summit County to earn this designation.

[Learn more](#)



Maternity Overview

Education for
Expectant Moms

Summa Akron City Hospital Designated a Baby-Friendly® Hospital

In an effort to support a healthy beginning for all mothers and babies, Summa Akron City Hospital pursued and earned recognition as a Baby-Friendly® Designated birth facility.

VIDEOS ON WEBSITE

http://www.summahealth.org/maternity/about%20baby-friendly

First Trimester Pregnancy | Fir... Summa Health

Maternity Overview

Education for Expectant Moms

Childbirth Options

High-Risk Pregnancy

About Baby-Friendly®

On Labor Day

Postpartum Care

Summa Akron City Hospital Designated a Baby-Friendly® Hospital

In an effort to support a healthy beginning for all mothers and babies, Summa Akron City Hospital pursued and earned recognition as a Baby-Friendly® Designated birth facility.

1:30

02 - Skin to Skin Contact With Your Baby

03 - Feeding In Room

Baby-Friendly USA, Inc. is the U.S. authority for the implementation of the Baby-Friendly Hospital Initiative, a global program sponsored by the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF). The initiative encourages and recognizes hospitals and birthing centers that

12:16 PM 3/31/2016

HTTP://WWW.UHHOSPITALS.ORG/MACDONALD/HEALTH-AND-WELLNESS/PREGNANCY-RESOURCES/BABY-FRIENDLY-HOSPITAL

The screenshot shows a web browser window displaying the 'Baby Friendly Hospital' page on the University Hospitals website. The browser's address bar shows the URL: <http://www.uhhospitals.org/macdonald/health-and-wellness/pregnancy-resources/baby-friendly-hospital>. The website's navigation menu includes 'Home', 'About', 'Services', 'Find a Doctor', 'Patients & Visitors', 'Health & Wellness' (highlighted), 'For Clinicians', 'Research', and 'Education'. The breadcrumb trail reads: 'UH MacDonald Women's Hospital > Health & Wellness > Pregnancy Resources > Baby Friendly Hospital'. The page title is 'Baby Friendly Hospital'. The main content area features a large heading 'Baby Friendly Hospital' and a sub-heading 'University Hospitals Is Committed to Helping Mothers Succeed with Breastfeeding for their Newborns'. A line drawing of a woman breastfeeding her baby is positioned to the right of the text. The text explains that breastfeeding provides significant benefits and that the hospital is committed to creating a supportive environment. A red button labeled 'Make an Appointment' is visible on the right side of the page, along with a phone number '1-866-UH4-CARE' and a 'More Scheduling Options' button. The left sidebar contains various links under 'Pregnancy Resources', including 'Preregistration Form', 'Weekly Newsletter for Expectant and New Parents', 'Childbirth and Parenting Education Programs', 'Healthy Pregnancy & Newborn Library', 'Am I Ready to Have a Baby? Quiz', 'Labor and Delivery', 'Lactation Services', 'Baby Portraits', 'Birth Certificates and Social Security Numbers', and 'Choosing a Pediatrician'. The Windows taskbar at the bottom shows the system clock as 2:46 PM on 6/11/2016.

[HTTPS://WWW.NLM.NIH.GOV/MEDLINEPLUS/BREASTFEEDING.HTML](https://www.nlm.nih.gov/medlineplus/breastfeeding.html)

HAND OUT DIFFERENT LANGUAGE INFORMATION

- And be sure in a language and terminology families understand
- <http://www.Illi.org/faq/advantages.html>

**[HTTPS://WWW.HEALTHINFOTRANSLATION
S.ORG/LANGUAGE/ARABIC/392138/](https://www.healthinfotranslation.org/language/arabic/392138/)**

[HTTP://WWW.UNICEF.ORG.UK/BABYFRIENDLY/RESOURCES/RESOURCES-IN-OTHER-LANGUAGES/](http://www.unicef.org.uk/BabyFriendly/Resources/Resources-in-Other-Languages/)

[HTTP://HEALTH.MO.GOV/LIVING/FAMILIES/
WIC/WICLWP/PUBLICATIONS.PHP](http://health.mo.gov/living/families/wic/wiclwp/publications.php)

EVALUATE YOUR PROGRESS WITH PATIENT INTERVIEWS

- Interview pregnant women
- Verify that this education is happening!
- Surprise...many moms report that “maybe I got a handout on breastfeeding, but no one talked to me about it.”

CHALLENGES FACED & LESSONS LEARNED

- Start early!
- Compare chart audits and patient interviews
- Be sure you are not just giving out handouts, but that someone is discussing the information with the families
- Hospital acquired several practices, so now bringing them into the loop for Step 3

RESOURCES

Member Login | Join | Pay Dues

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ACOG
THE AMERICAN CONGRESS OF OBSTETRICIANS AND GYNECOLOGISTS

Women's Health Care Physicians

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Breastfeeding Toolkit

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Breastfeeding Toolkit

ACOG Breastfeeding Toolkit

ACOG Toolkits for Health Care Providers

Evidence continues to mount regarding the benefits of breastfeeding for both women and their infants. The American College of Obstetricians and Gynecologists (ACOG) recommends exclusive breastfeeding for the first 6 months of life, with continued breastfeeding as complementary foods are introduced through the infant's first year of life, or longer as mutually desired by the woman and her infant. Unfortunately, breastfeeding rates in the United States are only 49% at six months and 27% at 12 months, well below the Healthy People 2020 target rates of 60.6% and 34.1%, respectively. As reproductive health experts and women's health advocates who work with a variety of obstetric and pediatric health care providers, obstetrician-gynecologists are uniquely positioned to enable women to achieve their infant feeding goals. The materials in this toolkit are designed to help ob-gyns and other women's health care providers do just that.



[Physician Conversation Guide on Support for Breastfeeding](http://www.acog.org/About-ACOG/ACOG-Departments/Toolkits-for-Health-Care-Providers/Breastfeeding-Toolkit)

This guide will help to initiate discussions about breastfeeding with your patients early in pregnancy or prenatal care.

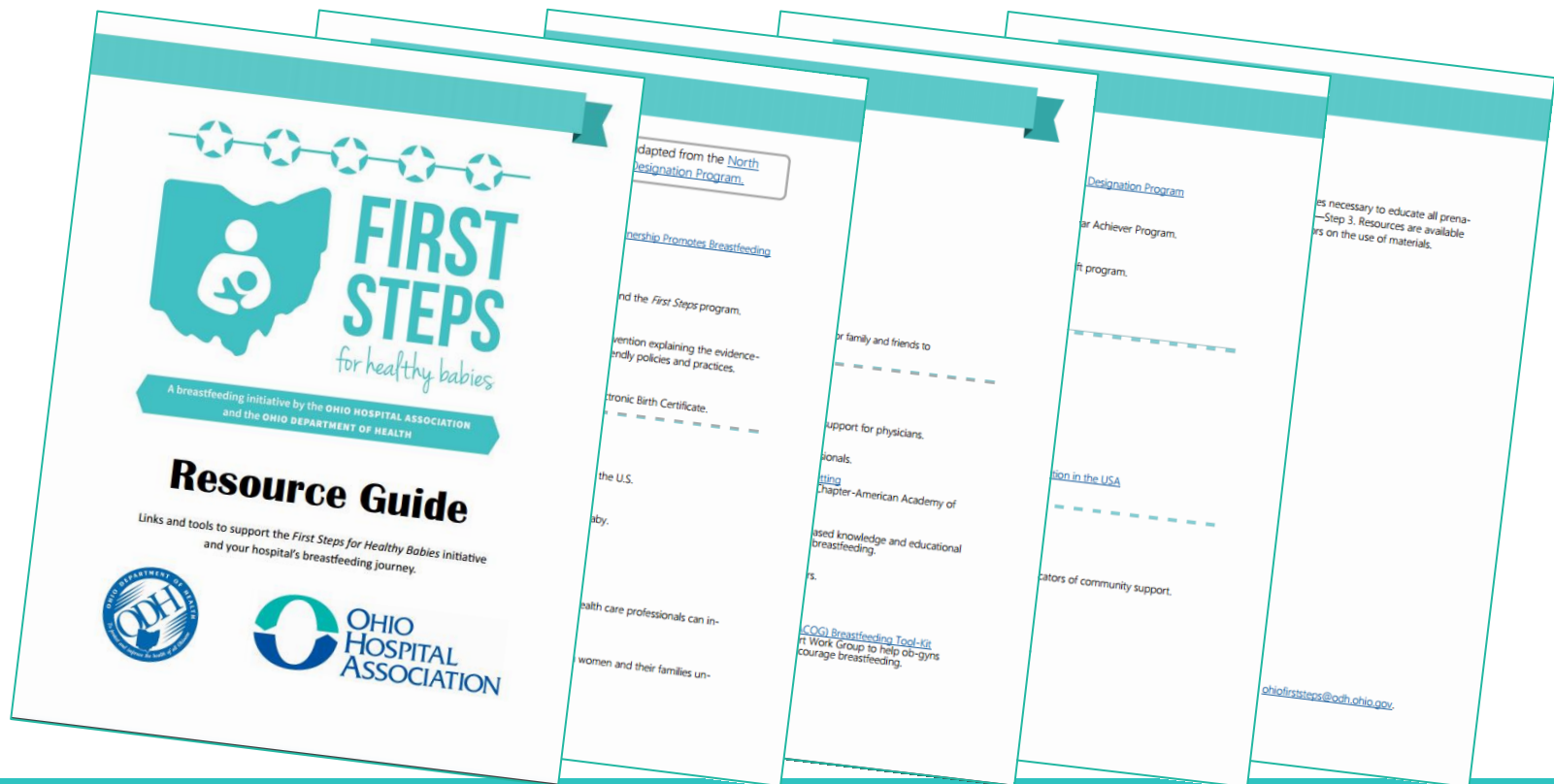
<http://www.acog.org/About-ACOG/ACOG-Departments/Toolkits-for-Health-Care-Providers/Breastfeeding-Toolkit>

RESOURCES

<http://kpcmi.org/wp-content/uploads/2013/03/kaiser-permanente-breastfeeding-toolkit.pdf>

RESOURCES

- www.odh.ohio.gov/OhioFirstSteps
- www.ohiohospitals.org/OhioFirstSteps



RESOURCES

Coming soon...

Breastfeeding for the Best Feeding!

TAKING THE FIRST STEPS FOR HEALTHY BABIES

Flip Chart

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

Breastfeeding FOR THE BEST FEEDING

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

BREASTFEEDING BENEFITS

Great for baby

- Healthy nutrients and disease protection
- Easier to digest
- Lowers risk of ear infections, asthma, respiratory infections, and diarrhea
- Protects against obesity and SIDS

Great for mom

- Lower risk for breast and ovarian cancer, diabetes, and heart disease
- Promotes bonding

ROOMING IN

Rooming in so you and your baby can stay together all the time

- Parents learn baby's feeding cues
- Baby learns to recognize mom, sleeps better, and cries less
- Parents learn how to care for baby with staff nearby to help
- Baby will have more chances to learn to breastfeed

EXCLUSIVE BREASTFEEDING

Give only breastmilk for the first six months, with no additional foods or liquids.

Continue breastfeeding for 12 months and beyond to extend the benefits

- Breastmilk has all the nutrients your baby needs
- Feeding other foods too soon can cause digestive problems
- Provides health benefits to mother and baby

FEEDING CUES (SIGNS)

Feed your baby as often and long as baby shows signs of being hungry

- Allow the baby, not the clock, to guide feeding. Look for cues of hunger for food
- Stirring, mouth opening, turning head, sucking hands and rooting
- Let the baby end the feed by falling asleep when full
- Promotes a good milk supply
- Baby's hunger is satisfied

SKIN-TO-SKIN

Skin-to-skin is best for your baby!

- Keeps the baby warm
- Better oxygenation
- Good for bonding
- Helps with breastfeeding
- Helps you relax
- Frequent

LATCH AND POSITIONING

Proper latch and positioning are important to

should be comfortable while breastfeeding

is baby gets enough milk and mom feels tugging.

mom's tummy to prevent pulling on nipple

its nipple soreness

ask for help



BREASTFEEDING IS THE BEST FEEDING

Why Breastfeeding is Important

Breastfeeding is good for babies!

- Gives nutrients and disease protection
- Protects against obesity
- Lowers risk of ear infections, asthma, respiratory infections, and diarrhea
- Protects against of sudden infant death syndrome (SIDS)
- Promotes bonding between mother and baby
- Exclusive breastfeeding gives the greatest benefit

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

STEPS 1 & 2

Patient Brochure

Have a written breastfeeding policy that is routinely communicated to all health care staff. Train all health care staff in skills necessary to implement this policy.

All of the breastfeeding staff working with women and newborns have been specially trained to support your breastfeeding goals. We have a policy that instructs our staff on how to give you correct care and information. If you need any assistance with breastfeeding or have any questions, please ask!

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

RESOURCES

- <http://breastfeeding.nichq.org/resources>



FIRST STEPS

for healthy babies

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



www.odh.ohio.gov/OhioFirstSteps

OHIO FIRST STEPS FOR HEALTHY BABIES

- Based on the World Health Organization and Baby-Friendly USA's *Ten Steps to Successful Breastfeeding*
- Recognize hospitals for taking the first steps toward breastfeeding excellence, one step at a time
- Follows a 5-tier system—recognition awarded for every 2 steps achieved
- Fosters environments that are supportive of breastfeeding and respectful of parents' choice



Application Process







Application Submission


- Online using Survey Monkey Form (paper copy available for reference)
- Submitted continuously, reviewed quarterly:

Application Deadline (must be received by midnight)	Award Notification (to hospitals)
Quarter 1: January 1	February 15
Quarter 2: April 1	May 15
Quarter 3: July 1	August 15
Quarter 4: October 1	November 15

HOSPITAL PARTICIPATION

-  Five rounds completed
 -  52 hospitals recognized
 -  8 B.F. hospitals applied

-  Hospitals recognized on both the OHA and ODH website

-  Press releases and local recognition for program



Five Star Hospitals:

OhioHealth Doctors Hospital
 Fairview Hospital
 Hillcrest Hospital
 University Hospitals - MacDonald Women's Hospital
 Mercy Hospital Fairfield
 Southview Medical Center
 Summa Akron City Hospital
 University of Cincinnati Medical Center



Four Star Hospitals:

Abim Medical Center
 Firelands Regional Medical Center



Three Star Hospitals:

Community Hospitals & Wellness Centers - Bryan Hospital
 University Hospitals - Elyria Medical Center
 Licking Memorial Hospital
 Lima Memorial Hospital
 Medina Hospital
 Memorial Health
 Miami Valley Hospital
 Miami Valley Hospital South
 Southwest General Health Center



Two Star Hospitals:

Aultman Orville Hospital
 Berger Health System
 Clinton Memorial Hospital
 Fulton County Health Center
 Galion Community Hospital
 Joint Township District Memorial Hospital
 OhioHealth Grant Medical Center
 Knox Community Hospital
 Mercy Medical Center
 Mercy Regional Medical Center
 Mount Carmel East
 Mount Carmel St. Ann's
 Mount Carmel West
 ProMedica Defiance Regional Hospital
 ProMedica St. Luke's Hospital
 St. Joseph Warren Hospital
 TriPoint Medical Center - Lake Health
 Upper Valley Medical Center
 West Medical Center - Lake Health
 Wilson Health
 Wood County Hospital
 Wooster Community Hospital



One Star Hospitals:

Adena Regional Medical Center
 Akron General Medical Center
 Ashtabula County Medical Center
 Blanchard Valley Health System
 The Christ Hospital
 Good Samaritan Hospital - Dayton
 Mercy Health West Hospital
 Mercy St. Charles Hospital
 ProMedica Toledo Hospital
 St. Elizabeth Boardman Hospital
 St. Rita's Medical Center

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QUESTIONS & SHARING

TAKE THE FIRST STEP!





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

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