BREASTFEEDING BEST PRACTICES IN HEALTHCARE SETTINGS

ACHIEVING THE BABY-FRIENDLY DESIGNATION

- Online education and targeted curricula.
- Conferences to share knowledge.
- Changing policies and practices in hospitals to support women’s breastfeeding efforts.
- Mentor-mentee relationships between birthing facilities to become Baby-Friendly.

10 PARTICIPATING STATES

- ALASKA
- ALABAMA
- GEORGIA
- HAWAII
- NEW HAMPSHIRE
- NEVADA
- NORTH DAKOTA
- OHIO
- TEXAS
- WEST VIRGINIA

STATE SUCCESS

NEW HAMPSHIRE

- 112 Healthcare Professionals trained in the first year of the New Hampshire Ten Steps to Successful Breastfeeding project.
- 48% of deliveries in New Hampshire have been in Breastfeeding-Friendly Designated Hospitals.

ON-SITE SKILLS DAY AT 2 PARTICIPATING HOSPITALS

To strengthen staff knowledge in support of breastfeeding after delivery.

STATE SUCCESS

GEORGIA

- Georgia 5-Star Hospital Initiative.
- The initiative is designed to help Georgia birthing facilities take action toward becoming designated Baby-Friendly hospitals through education and support.
- In year one of the 5-Star Hospital Initiative, 10 birthing hospitals signed up to participate.
- Of the 10 hospitals that participated, 5 birthing centers achieved Baby-Friendly designation.

STATE SUCCESS

ALABAMA

- Initiatives to assist hospitals.
- Alabama Department of Public Health has created a task force, with partners such as the Alabama Hospital Association, the Alabama Breastfeeding Committee: alabamabreastfeeding.org, hospitals, and providers, to lead an initiative to assist hospitals in Alabama that desire to achieve Baby-Friendly status with adopting the Ten Steps to Successful Breastfeeding. Two Alabama hospitals have achieved Baby-Friendly designation. Six Alabama hospitals have been awarded Enhancing Maternity Practices (EMPOWER) grants to focus on maternity practices leading to Baby-Friendly designation.

HEALTH EQUITY

States identified groups of women who had lower breastfeeding rates and designed strategies that addressed the barriers to breastfeeding in their communities, including changing social norms, providing opportunities for women to share their breastfeeding challenges and experiences, and identifying worksite interventions to improve breastfeeding support.

For more information, visit www.astho.org/maternal-and-child-health/breastfeeding
TRAINING TO SUPPORT PROVIDERS

- Promoting evidence-based practices.
- Tailoring messages for various women and their families.
- Providing one-on-one support during breastfeeding within hard-to-reach populations.

5 PARTICIPATING STATES

ILLINOIS

- 35 healthcare professionals trained in the first year through the skills lab of the Touchette Community Breastfeeding Collaboration Committee project.
- Collaborated and partnered with the Decatur Correctional Center, a women’s prison, to enhance the breastfeeding support equipment for incarcerated women.

ILLINOIS SUCCESS STATE

NORTH DAKOTA

- 2 skills workshops at 6 participating hospitals increased communications and partnerships between the hospitals and public health agencies.
- 155 professionals within 7 hospitals and nursing students from 2 different colleges have been trained by the North Dakota Breastfeeding-Skills Training. The state health department and the North Dakota Breastfeeding Coalition have played a vital role in bringing the training to different communities.

HAWAII

- Evidence-based support. 93% of participants who attended the “Riding the Wave to a Baby-Friendly Hawaii” conference agreed that they learned valuable skills to support lactation in the community.

HAWAII SUCCESS STATE

HEALTH EQUITY

States identified groups of women who had lower breastfeeding rates and designed strategies that addressed the barriers to breastfeeding in their communities, including changing social norms, providing opportunities for women to share their breastfeeding challenges and experiences, and identifying worksite interventions to improve breastfeeding support.

FOR MORE INFORMATION, VISIT WWW.ASTHO.ORG/MATERNAL-AND-CHILD-HEALTH/BREASTFEEDING

 THIS POSTER IS A SUMMARY OF THE STRATEGIES AND ACTIONS TAKEN BY 19 STATES IN ASTHO’S SUPPORTED LEARNING COMMUNITY ACTIVITIES PROGRAM.

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