



Embrace the Future

Texas Ten Step Star Achiever Program



10

Step Star Achiever Program

Since the beginning of time, nature has been demonstrating the benefits of breastfeeding. Now Texas' most cutting edge hospitals are staying ahead of the curve by embracing the wisdom of nature through the Texas Ten Step Star Achiever Program—improving infant health, increasing patient satisfaction, earning recognition and achieving greater success. The Ten Step Star Achiever Program is designed to assist facilities as they work toward Baby-Friendly designation through Baby-Friendly USA. Using a collaborative quality improvement model, the Program offers training, ongoing technical assistance and tools for facilities to improve policies and processes that impact breastfeeding outcomes. The Program supports full integration of the *Ten Steps to Successful Breastfeeding* to ensure that new families receive the best, evidence-based care.

“The Baby-Friendly designation has been very positive for our facility. Our patients are more educated about breastfeeding. Their confidence level is higher, and we are seeing higher patient satisfaction scores. The Joint Commission is now looking at exclusive breastfeeding rates, and with our designation, we are a step ahead.”

Amy Hailey RN, MSN,

Director of Women, Infants and Children, Texas Health Harris Methodist Hospital Fort Worth



10

Steps to Successful Breastfeeding

- One* Have a written breastfeeding policy that is routinely communicated to all staff. | *Two* Train all healthcare staff in the skills necessary to implement the policy. | *Three* Inform all pregnant women about the benefits and management of breastfeeding. | *Four* Help mothers initiate breastfeeding soon after birth. Place babies in skin-to-skin contact with their mothers within one hour after giving birth.
- Five* Show mothers how to breastfeed and how to maintain lactation, even if they should be separated from their infants. | *Six* Give breastfed newborn infants no food or drink other than breastmilk unless medically indicated. | *Seven* Practice rooming in—allow mother and babies to remain together 24 hours a day.
- Eight* Encourage breastfeeding on demand. | *Nine* Give no artificial nipples or pacifiers to breastfeeding infants. | *Ten* Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from hospital.



Bringing Moms and Babies Back Together

The Texas Ten Step Star Achiever Program provides medical facilities the support needed to eliminate the division between mothers and babies and encourage breastfeeding to achieve higher satisfaction rates and earn the kind of recognition that sets hospitals apart.



“Space at our hospital is at a premium. Being able to reposition the nursery has been a real advantage for us... not to mention the babies.”

Lucy Norris, RN, MS,

Vice President of Patient Care Service and Chief Nursing Officer,
Texas Health Harris Methodist Hospital Hurst-Euless-Bedford





Good for Moms. Good for Babies. There's no better nutrition

for infants and small children than breastmilk. It provides real health

benefits for both mothers and babies. And greater patient satisfaction often

translates to real financial benefits for the hospitals that care for them, as

well as supporting the recruitment of high quality staff and physicians.

“Creating an environment supportive of breastfeeding isn’t nearly as difficult as you might think. The cost didn’t turn out to be a barrier at all.”

Deborah A. Paganelli, Fellow of the American College of Healthcare Executives,
Texas Health Harris Methodist Hospital Hurst-Euless-Bedford

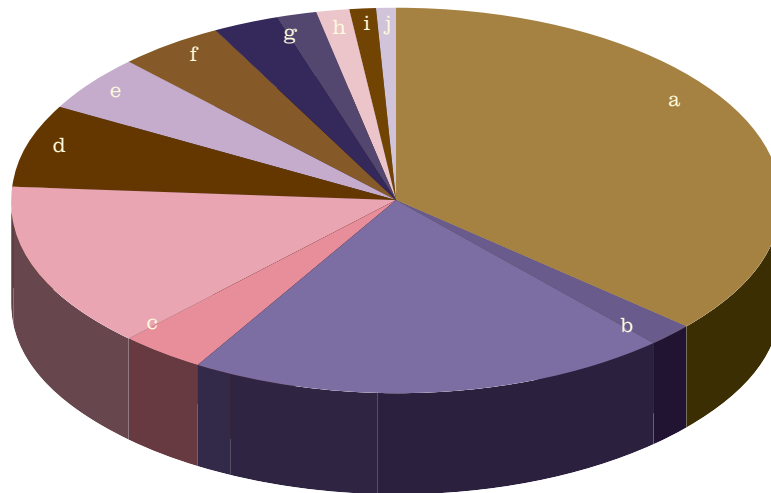


Even When it's Free, Formula Costs Too Much.

A growing body of evidence points to breastfeeding as critical to health outcomes of mothers and babies, and beneficial to the families and communities in which they live.

The more of the Ten Steps that are followed, the more likely women are to achieve their breastfeeding goals. And recent studies show that if 90% of U.S. women would breastfeed exclusively for the first six months, up to 13 billion dollars a year could be saved. Even racial and ethnic disparities can be offset by practicing the Ten Steps.

Excess costs resulting from pediatric disease at current breastfeeding rates compared with projected costs if 90% of U.S. families could comply with medical recommendations to breastfeed exclusively for six months (total: \$12.97 billion [2007 dollars]).



- a. Sudden infant death syndrome ~ 36.42%
- b. Necrotizing enterocolitis
 - Disease ~ 2.05%
 - Deaths ~ 20.28%
- c. Lower respiratory tract infections
 - Hospitalizations ~ 3.48%
 - Deaths ~ 14.03%
- d. Otitis media ~ 7%
- e. Atopic dermatitis ~ 4.63%
- f. Childhood obesity ~ 4.56%

- g. Childhood asthma
 - Disease ~ 2.59%
 - Deaths ~ 1.67%
- h. Gastroenteritis ~ 1.43%
- i. Childhood leukemia
 - Disease ~ .02%
 - Deaths ~ 1.03%
- j. Childhood type 1 diabetes
 - Disease ~ .06%
 - Deaths ~ .73%

The Best Hospitals are Becoming Baby-Friendly

Ten Steps to Successful Breastfeeding is endorsed by the Texas Medical Association,

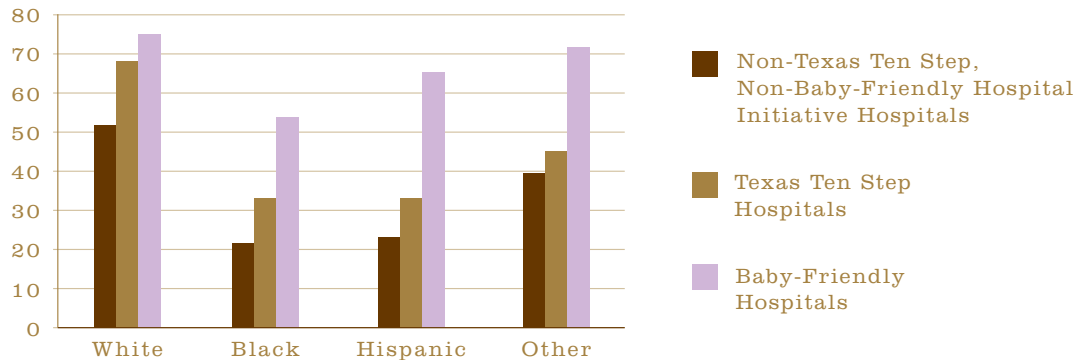
Texas Hospital Association, the American Academy of Pediatrics and the American

Academy of Family Physicians. The number of Texas hospitals working to become

Baby-Friendly is rapidly increasing. It's time to get on board or get left behind.



Percent Exclusive Breastfeeding in Texas Hospitals on Day Two of Life by Race/Ethnicity, 2009



1. Newborn Screening is mandated in the state of Texas by the Texas Health & Safety Code Chapter 33. Hospital-based submitters are requested to complete the Newborn Screening (NBS) Test Form between 24 and 48 hours after an infant's birth. When completing the form, staff must select one of the following categories to describe "feed at time of specimen collection": (1) Breast (2) Bottle (3) TPN +/- milk and (4) Breast/Bottle.

2. Only includes information for infants born at a non-military hospital with >30 births in 2009 whose Newborn Screening form was matched to the live birth certificate.

3. Percents are based on infants with stated feeding type and did not choose the TPN option.

4. Race/ethnicity was determined by ethnicity checked on NBS form.

Data Source: Texas Vital Statistics, Provisional Live Births, 2009. Newborn Screening, 2009.



Good for Business In today's healthcare market providing quality care while containing costs is essential to staying competitive. Implementing the *Ten Steps to Successful Breastfeeding* is a cost neutral way to greatly increase the quality of maternity services for all new families. The Star Achiever Program addresses all six Aims of Improvement first laid out in the Institute of Medicine's groundbreaking 2001 report, *Crossing the Quality Chasm: A New Health System for the 21st Century*.

Aims of Improvement

Safety Facilities can improve the safety and stability of all neonates regardless of chosen infant feeding method through evidence-based practices demonstrated to protect against infection, hypothermia, hypoglycemia, jaundice and hypernatremic dehydration. The Ten Steps promote optimal nutritional outcomes for the newborn, and optimal short- and long-term health outcomes for babies and their mothers.

Effectiveness Star Achiever promotes integration of universally recognized evidence-based practices for maternity care. When old practices are replaced with the Ten Steps, hospitals are well positioned to improve scores on the Centers for Disease Control and Prevention's Maternity Practices in Infant Nutrition and Care survey and increase their ability to address the Joint Commission's performance measure for exclusive breastmilk feeding. And with best practice innovation in place, Star Achiever facilities have an advantage in recruitment and retention.

Patient-centeredness Star Achiever places families at the center of care, promotes informed decision-making, facilitates achievement of patients' infant feeding goals and results in higher customer satisfaction rates.

Timeliness By increasing capacity and continuity of support, implementation of the *Ten Steps to Successful Breastfeeding* results in reduced delays for families when accessing the help they need for optimal infant care.

Efficiency A 2009 cost analysis prepared for the Texas Department of State Health Services concluded that overall expenditures for implementing the *Ten Steps to Successful Breastfeeding* are nominal and reduced each year. Meanwhile, savings in space, time, supplies, capital and improved health outcomes continue to increase.

Equity By implementing the *Ten Steps to Successful Breastfeeding*, hospitals can significantly reduce racial and ethnic disparities in health outcomes.

“Implementing the *Ten Steps to Successful Breastfeeding* helped our staff pull together as a team to provide exceptional, patient-centered care. I’ve seen a definite improvement in morale.”

Crystal Palmer, RN,
Mother/Baby Nurse, Texas Health Harris Methodist Hospital Fort Worth.





The Texas Ten Step Star Achiever Program helps hospitals each step of the way,
ensuring their success and the success of their patients. The Star Achiever
Program assures your facility stays on the cutting edge, stays competitive and
achieves recognition as one of the top hospitals in the nation.

www.starachiever.texastenstep.org

