

BREASTFEEDING MAKES A DIFFERENCE!

In 2011, the U.S. SURGEON GENERAL ISSUED A CALL TO ACTION TO SUPPORT BREASTFEEDING.

"The time has come to set forth the important roles and responsibilities of clinicians, employers, communities, researchers, and government leaders and to urge us all to take on a commitment to enable mothers to meet their personal goals for breastfeeding."
—Surgeon General Regina M. Benjamin

GOAL: ENCOURAGE NEW MOMS TO BREASTFEED EXCLUSIVELY FOR A MINIMUM OF SIX MONTHS AND CONTINUE FOR AT LEAST TWELVE.

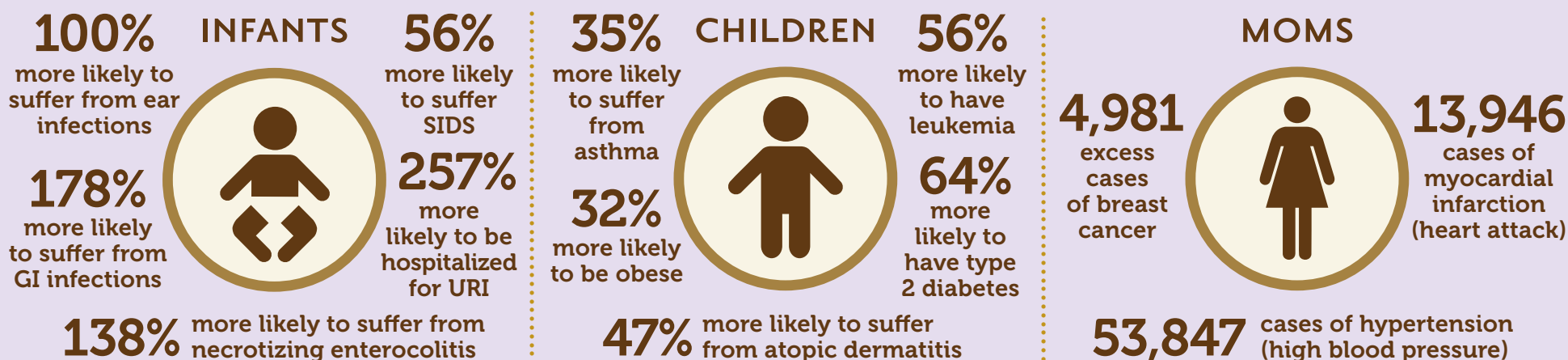


COULD SAVE \$31.2B in health care expenses each year.

CONTINUED EXCLUSIVE BREASTFEEDING

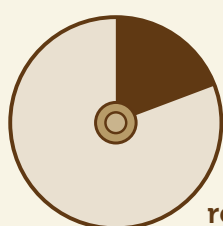
COULD PREVENT thousands of deaths in moms and babies.

EXCESS HEALTH RISKS ASSOCIATED WITH NOT BREASTFEEDING OR NOT EXCLUSIVELY BREASTFEEDING

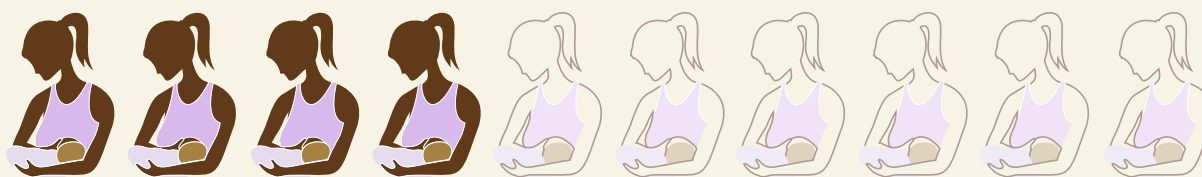


WHAT'S HAPPENING IN TEXAS

MOST MOMS CHOOSE TO BREASTFEED; HOWEVER:



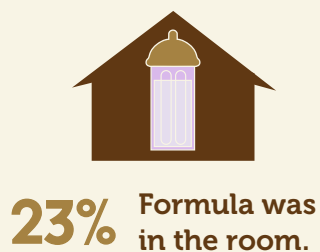
Fewer than 17% of their babies breastfeed according to medical recommendations.



Most Texas moms do not meet their own breastfeeding goals. Fewer than half will breastfeed for as long as they want.

HOW BABIES RECEIVED FORMULA FOR THE FIRST TIME IN THE HOSPITAL

Hospital practices that undermine exclusive breastfeeding:

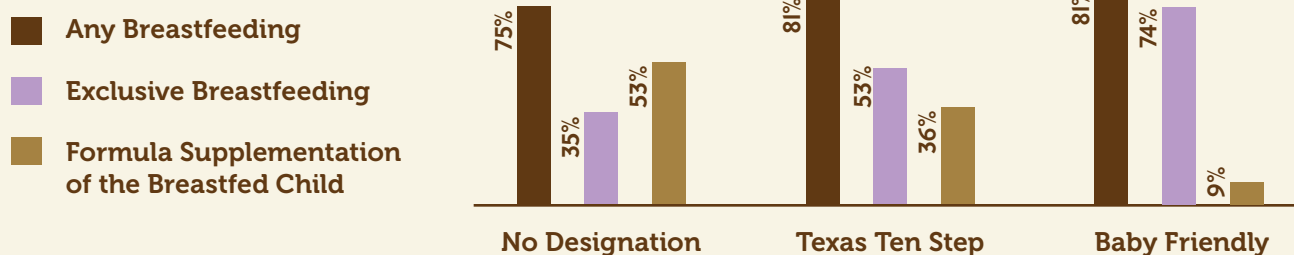


Data Source: Texas DSHS Office of Program Decision Support, Texas WIC Infant Feeding Practices Survey, 2013

WHERE YOU ARE BORN MATTERS!

Prevalence of Any and Exclusive Breastfeeding on Day 2 of Life*

*Among Texas Healthy, Term, Singleton Newborns, 2009



Data Source: Texas DSHS Office of Program Decision Support, Texas Vital Statistics, Linked Provisional Live Births, Newborn Screening Demographics, 2009

SOLUTION: DSHS is committed to making breastfeeding a priority from day one.

PREGNANT & NEW MOMS



HOSPITALS & BIRTHING FACILITIES



CONCEPTION TO AGE 5



WORKFORCE INITIATIVE



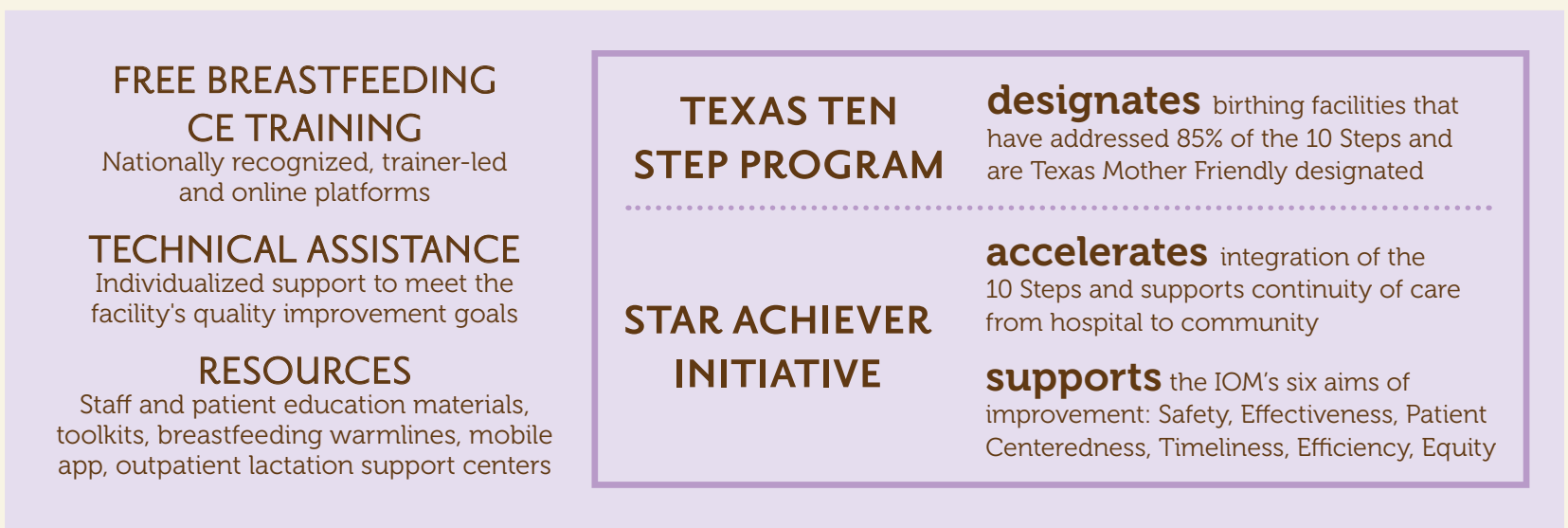
DSHS PATHWAY TO IMPROVED PERFORMANCE

A continuum of initiatives to support maternity practice improvement in infant nutrition and care

AWARENESS



ACTION



ACHIEVEMENT



PARTNER WITH DSHS TO:

- ★ **Establish** your facility as a community health-care leader.
- ★ **Build staff confidence and skill** through increased education.
- ★ Recruit a **higher quality of care staff** and increase staff loyalty.
- ★ Remove outdated, ineffective practices and **establish evidence-based medical care.**
- ★ **Increase patient satisfaction** by helping mothers reach their personal infant feeding goals.



For more information, visit www.TexasTenStep.org or email TexasTenStep@dshs.state.tx.us
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