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.

**EXCESS HEALTH RISKS ASSOCIATED WITH NOT BREASTFEEDING OR NOT EXCLUSIVELY BREASTFEEDING**

- **INFANTS**
  - 100% more likely to suffer from ear infections
  - 178% more likely to suffer from GI infections
  - 138% more likely to suffer from necrotizing enterocolitis

- **CHILDREN**
  - 56% more likely to suffer SIDS
  - 257% more likely to be hospitalized for URI
  - 32% more likely to be hospitalized for asthma

- **MOMS**
  - 56% more likely to have type 2 diabetes
  - 64% more likely to have type 2 diabetes
  - 4,981 excess cases of breast cancer
  - 13,946 cases of myocardial infarction (heart attack)

**CONTINUED EXCLUSIVE BREASTFEEDING**

Possible savings of $31.2B in health care expenses each year.

WHERE YOU ARE BORN MATTERS!

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

*Among Texas Healthy, Term, Singleton Newborns, 2009

**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.

WHERE YOU ARE BORN MATTERS!

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

*Among Texas Healthy, Term, Singleton Newborns, 2009

**HOW BABIES RECEIVED FORMULA FOR THE FIRST TIME IN THE HOSPITAL**

Hospital practices that undermine exclusive breastfeeding:

- 28% Mother asked for formula.
- 23% Formula was in the room.
- 28% Hospital staff brought formula without asking.
- 21% Hospital staff fed baby formula without asking.


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

PREGNANT & NEW MOMS

HOSPITALS & BIRTHING FACILITIES

CONCEPTION TO AGE 5

WORKFORCE INITIATIVE

COMMUNITY PROGRAM

SUPPORT FROM DAY ONE

DSHS PATHWAY TO IMPROVED PERFORMANCE

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

<table>
<thead>
<tr>
<th>AWARENESS</th>
<th>HOW: DSHE PROVIDES SUPPORT AT ALL LEVELS.</th>
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<tbody>
<tr>
<td>RIGHT FROM THE START CAMPAIGN</td>
<td>introduces audiences to the 10 STEPS to successful breastfeeding</td>
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<td>encoures facility decision-makers to increase awareness and inspire action</td>
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<th>ACTION</th>
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<tr>
<td>FREE BREASTFEEDING CE TRAINING</td>
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<tr>
<td>TECHNICAL ASSISTANCE</td>
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<td>RESOURCES</td>
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<td>TEXAS TEN STEP PROGRAM</td>
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<tr>
<td>STAR ACHIEVER INITIATIVE</td>
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<tr>
<td>supports the IOM’s six aims of improvement: Safety, Effectiveness, Patient Centeredness, Timeliness, Efficiency, Equity</td>
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<th>ACHIEVEMENT</th>
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<tr>
<td>BABY-FRIENDLY HOSPITAL INITIATIVE</td>
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<tr>
<td>increases proportion of births in facilities providing recommended care for lactating mothers and their infants (Healthy People 2020 target).</td>
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<td>improves exclusive breastmilk feeding performance measures for The Joint Commission and Centers for Medicaid &amp; Medicare Service.</td>
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<td>prepares facilities for shifting trend in reimbursement from volume to value-based care. Payment of service increases with improved quality and outcomes.</td>
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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, ineffectve 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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