

FOR IMMEDIATE RELEASE

CONTACT: [INSERT NAME, PHONE, FACILITY NAME]

DATE

[INSERT FACILITY] [Insert Accomplishment] as a Designated Texas Ten Step Hospital Partner

Details of Accomplishment/*Stats*/Partnerships

[INSERT CITY] – [FACILITY NAME] is honored to announce [INSERT ACCOMPLISHMENT] as part of their long-standing commitment to improve maternity care and breastfeeding support for new moms and their babies in [INSERT CITY], Texas. On [date] our facility re-designated as a Texas Ten Step hospital.

As part of the Texas Ten Step (TTS) program, [INSERT FACILITY'S NAME] aligns with the World Health Organization and UNICEF's Ten Steps to Successful Breastfeeding, an initiative that supports moms and their babies with breastfeeding initiation, breastfeeding exclusivity for a minimum of six months, and the continuation of breastfeeding for a year and beyond.

As a designated partner for [INSERT PARTNER TIMEFRAME IF AVAILABLE (e.g., one year, etc.)], [INSERT FACILITY] has improved overall patient breastfeeding rates [insert specific stat, if interested] by implementing evidence-based health care practices, [INSERT EXAMPLES SUCH AS: facilitating early skin-to-skin, babies rooming-in with their mother, training staff on breastfeeding management, etc.]. All practices are designed to set new moms and their babies up for successful breastfeeding, improved infant health and increased overall patient satisfaction. Studies show that when mothers experience Ten Step practices in the birthing facility, they are more likely to reach their goals of exclusive breastfeeding.

In Texas, 86 percent of new moms choose to breastfeed in the hospital, but only 24 percent continue to exclusively breastfeed until their baby is six months of age. The TTS program works with birthing facilities to develop environments where policies and practices support mothers' informed infant feeding decisions. Improving maternity practices is also particularly important for families who are most vulnerable to poor health outcomes.

While health disparities have an impact on racial and ethnic groups and those living in low-income and rural communities, breastfeeding can serve as an equalizer to ensure every baby gets a healthy start. Research has indicated that when the Ten Steps are followed, racial disparities in breastfeeding initiation are reduced.

Breastfeeding provides health benefits for baby, such as reduced risk of sudden infant death syndrome (SIDS), necrotizing enterocolitis (NEC), ear infections, stomach-related infections, asthma and childhood obesity. In addition to health

impacts, breastfeeding a baby for one year could save a family between \$900 and \$2,000 in annual health care and formula expenses.

“Expectant mothers look to our healthcare system to help them grow their families and care for their new babies,” says [INSERT NAME, TITLE]. “It is up to our industry to provide maternity care that supports, protects and promotes breastfeeding to our newest Texans — and puts them at the forefront of our care.”

For information on the Texas Ten Step designation, call [local contact or program application contact].

For more information on the Texas Ten Step program, visit texastenstep.org.