

Texas Ten Step Designation Press Kit Guide

Thank you for supporting the Texas Ten Step (TTS) program and for your continued dedication to improving maternity and newborn health care in Texas. Your commitment will help thousands of new moms and their babies receive an improved level of care that will result in increased breastfeeding success and improved maternal and infant health outcomes.

The enclosed partner press kit will serve as a guide to help your health care facility generate local or state-wide media attention (e.g., interviews, broadcast segments, topic-related features, etc.) surrounding your Texas Ten Step designation or re-designation.

The materials included in the press kit can be used to help develop new or enhance current materials and messaging that aims to reach expectant mothers and families, potential community partners, and birthing facilities across the state.

Snapshot of the materials:

- Texas Ten Step Backgrounder/Overview.
- Texas Ten Step Designation and Redesignation Press Release.
- Texas Ten Step Designation Internal Staff Memo.
- Texas Ten Step Designation and Redesignation Social Media Sample Posts.

For best results, launch media outreach engagement approximately 10 days prior to the official announcement to provide you with plenty of time for outreach, follow-up, and potential interviews coordination.

For all questions or to provide feedback, please contact TexasTenStep@hhs.texas.gov.