



TexasTenStep.org



Visit TexasTenStep.org for details about the Texas Ten Step program or for an application. Contact the Texas Ten Step Coordinator at 512-341-4592 or texasstep@dshs.state.tx.us.






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TEN STEPS
TO SUCCESSFUL
Breastfeeding

- 1** Have a written breastfeeding policy that is routinely communicated to all health-care staff.
- 2** Train all health-care staff in the skills necessary to implement this policy.
- 3** Inform all pregnant women about the benefits and management of breastfeeding.
- 4** Help mothers initiate breastfeeding within an hour of birth. Place babies in skin-to-skin contact with their mothers immediately following birth for at least an hour. Encourage mothers to recognize when their babies are ready to breastfeed and offer help if needed.
- 5** Show mothers how to breastfeed and how to maintain lactation, even if they should be separated from their infants.
- 6** Give infants no food or drink other than breastmilk unless medically indicated.
- 7** Practice rooming-in. Allow mothers and infants to remain together 24 hours a day.
- 8** Encourage breastfeeding on demand. Teach mothers cue-based feeding regardless of feeding method.
- 9** Give no artificial nipples or pacifiers to breastfeeding infants.
- 10** Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

THE FIRST
STEP TO SUPPORT
BREASTFEEDING:

Become a
TEXAS TEN STEP
FACILITY



BREASTFEEDING



TAKE THE LEAD IN IMPROVING THE HEALTH OF MOTHERS AND INFANTS

by promoting, supporting and protecting breastfeeding. Creating an environment that encourages mothers to exclusively breastfeed promotes long-term health benefits for mothers and babies.

What is the Texas Ten Step Program?

The Texas Ten Step Program was developed by the Texas Department of State Health Services (DSHS), and the Texas Hospital Association to provide resources and a framework to help facilities improve breastfeeding outcomes.

Support optimal health from day one.

The Texas Ten Step Program is based on the World Health Organization (WHO)/UNICEF Ten Steps to Successful Breastfeeding and the Baby-Friendly Hospital Initiative and is easy to achieve. Texas Ten Step designation:

- ✎ Requires facilities to address 85% or more of the Ten Steps to Successful Breastfeeding.
- ✎ Re-designation required but no on-site monitor visit or fees.
- ✎ Offers free DSHS resources, such as on-site breastfeeding trainings, education materials and other marketing tools.
- ✎ Requires Texas Mother-Friendly Worksite designation.

The Texas Medical Association endorses the Texas Ten Step Program as a method to improve maternity care practices surrounding breastfeeding and as a springboard to becoming a WHO/UNICEF Baby-Friendly Facility.



How does the Texas Ten Step designation benefit my facility?

Texas Ten Step designation will help your facility improve on national performance measures, such as:

- ✎ The Joint Commission Perinatal Care Core Measure on Exclusive Breast Milk Feeding at discharge.
- ✎ The Centers for Disease Control and Prevention (CDC) Breastfeeding Report Card.
- ✎ The CDC Maternity Practices in Infant Nutrition and Care (mPINC) survey.

Texas Ten Step provides your facility with a competitive edge in a competitive environment. Other benefits include:

- ✎ an increase in employee and patient satisfaction.
- ✎ partnership with Department of State Health Services and Texas WIC.
- ✎ networking among other facilities.

