This poster is a snapshot of the evidenced based quality initiative implemented across the Texas Health Resources Healthcare System to improve breastfeeding outcomes and also obtain designation by WHO/UNICEF as a Baby Friendly Hospital.

**Problem:**
Improve breastfeeding outcomes and exclusivity among breastfeeding couplets to meet healthy People 2010 goals of 75% new mothers breastfeeding at hospital discharge.

**Evidence:**
Breastfeeding rates increase with implementation of the Ten Steps to Breastfeeding.

**Strategy:**
Developed a system workgroup to collaborate on necessary resources for implementation of the Baby Friendly Hospital Initiative (BFHI): as outlined by the World Health Organization (WHO) and United Nations’ Children’s Fund (UNICEF)

**Practice Change:**
- Developed educational programs to meet staff development
- Provided educational opportunities in breastfeeding for our physician partners
- Developed pocket guides and scripting to ensure continuity of care
- Implemented a comprehensive breastfeeding program
- Negotiated purchasing contracts for formula
- Designed documentation to accurately document breastfeeding education
- Customized high quality, cost effective discharge education
- Revised prenatal education programs
- Implemented rooming-in and quiet time
- Developed and implemented mock surveys
- Enhanced the work of the Hyperbilirubinemia Task Force

**Evaluation:** Graph does not paste in your form see other attachment Thanks

**Results:**
Six hospitals within THR are recognized as providing optimal breastfeeding support and designated as Baby Friendly Hospitals. All hospitals increased their breastfeeding rates.

**Recommendations:**
Alignment with the Joint Commission Perinatal Core Measure of promoting exclusive breastfeeding.

Implement the recent Healthy People 2020 targets for improved breastfeeding support.
Lessons Learned:
- Enhanced efforts to gain physician support and buy-in was critical to the success of the implementation and improvements could be made in those efforts
- Strong support from senior leadership was key to success
- As outcomes became evident, buy-in for the change also became stronger
- Hospitals with designated Baby Friendly project leaders, were much more successful with the change process and implementation
- Community education on change in care models (rooming-in) was important

Bibliography:


