



# The Keystone 10 Initiative

## Step 1: Have a breastfeeding policy that is routinely communicated to all staff.

Step one ensures that a written, enforceable facility breastfeeding policy has been established and is administratively supported and followed. The policy conveys the facility's commitment to support breastfeeding and is written to promote patient-centered care, respect, informed decision making and cultural relevance. It should be viewed as a framework that aids your facility in carrying out and evaluating the best practices in patient care.

It has been proven that implementation of the Ten Steps to Successful Breastfeeding has a significant impact on initiation and duration of breastfeeding. To support these evidence-based changes, the policy is to address the Ten Steps in their entirety even if they are not all implemented at this time. Specific department protocols should support the facility's breastfeeding policy. Clear guidelines that provide specifics for implementing the policy should also be included and the policy must address the measures taken to ensure staff adherence. The policy should be reviewed periodically to ensure it is supporting changes in patient care and procedure. Inclusion of methods to periodically review the policy is important because the policy should be viewed not as stagnant, but as a fluid document that will be refined as needs arise and gaps in care are identified.

**To assist your facility in the development of the policy, the Keystone 10 Toolkit provides specific policy development and implementation guidance on pages 4, 5, 8, and 9. Tab 11 in the toolkit, Resources for Each Step, provides a comprehensive action plan for step one.**

Developing facility policy is only one component of this step. The policy should align with facility procedures and become a comprehensive, integrated part of care. To implement effective improvement in breastfeeding outcomes, the policy must be communicated to and put into practice by facility staff. It is imperative that staff understand the policy as an important and essential component of quality care. All staff should receive a copy of the facility's breastfeeding policy and understand its application according to his or her role. New hires should receive and understand the policy within **30** days of the start of employment or, depending on position, prior to assuming patient care duties. Current staff should receive and understand the policy within **30** days after the policy effective date. In the instance of patient care staff, this should happen **as soon as possible**. To ensure continued policy awareness among staff, the facility should have a plan to provide annual breastfeeding policy communication to all staff. If changes are made to the policy, they should be communicated as soon as possible. The written policy is to be made available so that all staff members can refer to it and staff adherence to the policy should be monitored and reviewed.

To communicate the policy to consumers, summaries of the policy (covering the Ten Steps at a minimum) are developed and visibly posted in all areas of the health care facility that serve pregnant women, mothers, infants/children, and their families. These include, at a minimum, labor and delivery areas; prenatal care in-patient units and clinic/consultation rooms; postpartum units and clinic consultation rooms; all infant care areas, including well baby observation areas (if there are any); and



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any specialty care baby units. The policy summaries are displayed and written in easy to understand wording and in the language(s) most commonly understood by families and staff.

Facilities should take this opportunity to engage community healthcare providers by sharing their policy with those who admit patients to the facility and/or provide prenatal care. Steps should be taken to engage the community to understand the focus of the facility by placing their policy on the facility website or through the use of social media outlets.

For completion of this step, the facility should ensure the breastfeeding policy:

- Is written to promote patient-centered care and supports the principles of dignity, respect, empowerment, informed decision making, and cultural relevance
- Guides staff on the implementation of the Ten Steps to Successful Breastfeeding
- Addresses staff training on the policy according to the employee's role at the facility
- Is presented to consumers in easy to read easy to understand language and displayed (or a printed guide is present) in all patient care areas where pregnant women, mothers, infants, children, and their families are served
- Provides for regular monitoring of staff adherence, regular review, and updating of the policy



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## Application Form for Step 1:

**Have a breastfeeding policy that is routinely communicated to all staff.**

**Birthing facility name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, Zip:** \_\_\_\_\_

**Name of the person completing this application:** \_\_\_\_\_

**Position:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Telephone Number:** \_\_\_\_\_

### Validation of completion of Step 1

#### 1.1 Please submit the following:

- a. A copy of your facility's written breastfeeding policy
- b. A copy of the posted consumer summary (if available in a variety of languages, provide the English version and then either annotate the other available languages or submit copies of all available languages)



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**1.2 Please describe the following in the box below:**

- a. The schedule used by the facility to communicate the breastfeeding policy to all staff. In your narrative, please also discuss how revisions to the breastfeeding policy will be communicated. *Example: Newly hired non-patient care staff reviews facility policy on the second day of orientation; current non-patient care staff will review the policy within 30 days of the policy effective date; etc. If revisions are made to the policy, they will be communicated to patient care staff within five days of the effective date; etc.*



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b. Identify the methods used to communicate the breastfeeding policy to employees. Select all that apply and provide written explanation under “Other” if different methods are used for training. *Example: Initial training vs. refresher training, new hires vs. current employees, etc.*

- Orientation materials
- Orientation presentation
- Competency assessment
- Newsletters
- Computer module
- Staff meetings
- Other (please specify in the box below)



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- c. The facility should have a plan to provide annual breastfeeding policy communication to all staff. In the box below, please describe the schedule that will be used by the facility to ensure continued policy awareness among staff. *Example: all staff will receive policy communication every 12 months.*



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d. What methods will be used to communicate continued policy awareness to staff? Select all that apply and provide written explanation under "Other" if different methods are used for various positions.

- Orientation materials
- Orientation presentation
- Competency assessment
- Newsletters
- Computer module
- Staff meetings
- Other (please specify in the box below)

**1.3 In the box below, describe how staff adherence to the policy will be monitored and reviewed.**



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**1.4 How has the breastfeeding policy been adapted into easy to read language for consumers? How and where is it posted for maternity care consumers to review? What avenues are used for sharing the policy?**

- a. In the box below, briefly discuss how the breastfeeding policy has been adapted for consumers:



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- b. In the box below, list the various areas where the consumer summary of the policy is posted and how it is shared:

**Thank you for completing this application.  
Please refer to the application instructions page for submission guidance.**