



The Keystone 10 Initiative

Step 3: Inform all pregnant women about the benefits and management of breastfeeding.

Breastfeeding guidance is an essential part of supporting optimum health outcomes for mothers and infants. Preferences regarding breastfeeding are often formed early in pregnancy and many hospitals are challenged by prenatal breastfeeding education because they historically have not been responsible for over prenatal education. In an effort to promote incorporation of quality breastfeeding discussion into prenatal visits, facilities can reach out to prenatal care providers who have facility privileges and work with them on message content. In addition, facilities can create and routinely schedule prenatal courses and provide supporting materials to mothers and families.

By embarking on step three, the facility is assuring that all mothers/families receive accurate, consistent messages about breastfeeding through a variety of prenatal education opportunities (regardless of how the families plan to feed their infants). Ensuring consistent messaging throughout prenatal, perinatal, and postpartum periods results in reduction of maternal/family confusion and fosters informed decision making which results in increased confidence in the family's infant-feeding choices.

For facilities with an affiliated prenatal clinic or in-patient prenatal unit, the expectant mothers/families using those services should receive breastfeeding information in anticipatory guidance and print materials. Education should begin in the first trimester, when possible. For the purposes of Keystone 10, documentation should prove (in the four months prior to submission of the application) **80%** of mothers/families have received such information.

If the facility does not have an affiliated prenatal clinic, it can partner with those that do and/or foster educational programs about breastfeeding. In-house breastfeeding education can be provided through childbirth education classes. Community-based programs that offer individual/group breastfeeding education can be fostered by the facility and encouraged to coordinate messaging with the facility and its providers.

Prenatal education should include, at a minimum:

- the importance of breastfeeding
- early initiation of breastfeeding
- feeding on cue
- frequent feeding to ensure milk supply
- exclusive breastfeeding for the first six months
- the importance of continuing breastfeeding beyond six months
- the facility's breastfeeding philosophy
- rooming-in on a 24-hour basis
- on demand/baby-led feeding
- good positioning and attachment
- risks of giving formula or breastmilk substitutes
- the importance of immediate and sustained skin-to-skin contact

Discussions and feeding intentions should be documented in prenatal records and be understood at the time of delivery.



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The Keystone 10 Toolkit provides step three implementation strategies pages 40 - 42. Tab 11 in the toolkit, Resources for Each Step, provides a comprehensive action plan, facility impact worksheet, infant feeding surveys and checklists, and mother/family handouts for step three.

For completion of this step, the facility should ensure:

- Families receive accurate, consistent messages about breastfeeding through a variety of prenatal education opportunities
- Educational opportunities are available in affiliated prenatal clinics as well as non-affiliated community-based programs.



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Application Form for Step 3:

Inform all pregnant women about the benefits and management of breastfeeding.

Birth facility name: _____

Address: _____

City, Zip: _____

Name of the person completing this application: _____

Position: _____

Email Address: _____

Telephone Number: _____

Validation of completion of Step 3

3.1 Does your facility have an owned or affiliated practice, prenatal clinic, or in-patient prenatal unit?

- a. Yes (continue to 3.2 and 3.3) No (continue to 3.4)

3.2 What percentage of families who attended the owned or affiliated practice or prenatal clinic or were in the in-patient prenatal unit received at least the minimum education as described above?

- a. Provide your facility's percentage here:



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b. What was the percentage of women based on?

- An estimate Chart review

Other (please specify in the box below):

3.3 At your facility's owned or affiliated practice, prenatal clinic, or in-patient prenatal unit, what methods are used to inform families about the benefits and management of breastfeeding?

a. Please describe in the box below:

b. Attach documentation for each method described above (sample educational materials, class outline, etc.).



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3.4 If your facility does not have an owned or affiliated practice, prenatal clinic, or in-patient prenatal clinic, how has your facility partnered with others to inform families about the benefits and management of breastfeeding?

a. Please describe in the box below:

b. Attach content documentation for each method listed above (sample form, sample educational materials, class outline, etc.)

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