**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 prenatal education. In an effort to incorporate quality breastfeeding discussions into prenatal visits, facilities can reach out to prenatal care providers with facility privileges and collaborate on consistent messaging. 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, a discussion or conversation regarding prenatal topics should take place with the expectant mothers/families using those services and **materials on required prenatal topics in a one-to-one or small group setting should be distributed**. **Technology based learning (such as videos, podcasts, texts, etc.), with individualized follow-up, can meet prenatal education requirements**. 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 | ▪ the facility’s breastfeeding philosophy |
| ▪ early initiation of breastfeeding | ▪ rooming-in on a 24-hour basis |
| ▪ feeding on cue | ▪ positioning and attachment |
| ▪ frequent feeding to promote milk supply | ▪ risks of unnecessary formula supplementation |
| ▪ exclusive breastfeeding for the first six months | ▪ the importance of immediate and sustained  |
| ▪ the importance of breastfeeding beyond six months  |  skin-to-skin contact  |

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

**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.
* Individual follow-up on technology-based learning is available.

**Application Form for Step 3:**

**Inform all pregnant women about the benefits and management**

 **of breastfeeding.**

**Birthing facility name:** Click here to enter text.

**Address:**

**City, Zip:** Click here to enter text.

**Name of the person completing this application:** Click here to enter text.

**Position:** Click here to enter text.

**Email Address:** Click here to enter text.

**Telephone Number:** Click here to enter text.

**Validation of completion of Step 3**

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

1. [ ]  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, prenatal clinic, or were in the in-patient prenatal unit received at least the minimum education as described above? (80% for 4 consecutive months)**

a. Provide your facility’s percentage here (most recent 4 consecutive months): Click here to enter text.

1. What are the percentages of women based on?

 [ ]  An estimate [ ]  Chart review [ ]  Other: Click here to enter text.

**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?**

1. Please describe here: Click here to enter text.
2. Please describe methods for follow-up of technology-based learning such as videos, podcasts, texts, apps, etc.: Click here to enter text.
3. Attach documentation for each method described above (sample educational materials, class outline, apps, etc.).

**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?**

1. Please describe here: Click here to enter text.
2. 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.**

**Step 4: Help mothers initiate breastfeeding within one hour of birth.**