

The Gift Program



What is *The Gift*?

The Gift is an evidence-based program designed to assist Louisiana birthing facilities in increasing breastfeeding rates and hospital success by improving the quality of their maternity services and enhancing patient-centered care. It is a hospital designation program that provides resources and a framework to help improve breastfeeding outcomes through incremental adoption of internationally recognized practices. Facilities that enroll to become *Gift* designated work to implement ten steps that are aligned with the *Ten Steps to Successful Breastfeeding* of the Baby-Friendly Hospital Initiative (BFHI).* *The Gift* program encourages progress toward pursuit of Baby-Friendly™ designation.

The Gift is administered by the Bureau of Family Health (BFH), Office of Public Health, Louisiana Department of Health.

Benefits to *Gift* Designation

- Free resources and a framework to help birthing facilities improve breastfeeding outcomes.
- Technical Assistance around policy development and implementation, and support for the pursuit of Baby-Friendly™ designation.
- Access to valuable training.
- Recognition in the form of *Gift* designation.
- Assistance in meeting national quality measures and standards.
- Increased quality of maternity services in a cost-neutral way.
- Competitive edge in an outcomes-based health care environment.
- A way to meet the growing demand from mothers for breastfeeding support.

Breastfeeding: A National Priority

Several national initiatives are calling on hospitals to improve their maternity care practices:

- Surgeon General's Call to Action to Support Breastfeeding
- Healthy People 2020
- The Joint Commission
- National Quality Forum
- CDC Maternity Care Practices in Infant Nutrition and Care (mPINC) Survey

How to Become *Gift* Designated

- Birthing facility completes and submits a brief registration form at www.thegiftla.org.
- Once enrolled, birthing facility and *The Gift* work to improve policies and practices around the *Ten Steps*.
- Once all steps are implemented, birthing facility submits an application for *Gift* designation. Applications are reviewed by a committee on a quarterly basis.
- Designation is awarded to facilities that meet the criteria outlined in the application.
- Birthing facilities enrolled in *The Gift* program will be asked to participate in surveys at specified time periods to assist with quality improvement efforts.

Does *The Gift* make a difference?

- In Louisiana, only 60.9% of infants are ever breastfed, compared to 81.1% nationally.
- Breastfeeding initiation was 71% in *Gift* designated and 61% in non-designated facilities.
- Women who delivered in *Gift* designated facilities were 60% more likely to initiate breastfeeding than women who delivered in non-designated facilities.

Source: LaPRAMS 2009 and CDC, 2013

* The BFHI is a global initiative of the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF).

Program Facts

The program was launched in 2006.

29 of 51 eligible birthing facilities have achieved *Gift* designation (August 2016).

25 *Gift* designated birthing facilities discontinued giving formula company sponsored discharge bags to mothers.

5 *Gift* designated facilities in Louisiana have also achieved the prestigious Baby-Friendly™ designation.

The Ten Steps

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 one hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
6. Give infants no food or drink other than breast milk, unless medically indicated.
7. Practice rooming in - allow mothers and infants to remain together 24 hrs a day.
8. Encourage breastfeeding on demand.
9. Give no pacifiers or artificial nipples to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them upon discharge.

How to Apply & Contact Info

Visit www.thegiftla.org to download a registration form and materials.

For more information, contact Program Manager: Marci.Brewer@la.gov or (504) 568-3504.

mPINC Scores

Composite Quality Practice Scores	2007	2009	2011	2013	2015
U.S. National	63	65	70	75	79
Louisiana	54	60	65	71	76

mPINC (Maternity Care Practices in Infant Nutrition and Care) is a national survey of maternity care practices and policies that is conducted by the Centers for Disease Control and Prevention. Scores are out of 100 possible points.

The State Supports Breastfeeding

The Gift is endorsed by the Louisiana Commission on Perinatal Care and the Prevention of Infant Mortality, the Louisiana Chapters of the American Academy of Pediatrics, and the American Congress of Obstetricians and Gynecologists.

Louisiana *Gift* Designated Facilities

Baton Rouge General Medical Center	Slidell Memorial Hospital
Bayne-Jones Army Community Hospital	St. Francis Medical Center
CHRISTUS Highland Medical Center	St. Tammany Parish Hospital
East Jefferson General Hospital*	Terrebonne General Medical Center*
Lafayette General Medical Center	Thibodaux Regional Medical Center
Lake Area Medical Center	Touro Infirmary
Lakeview Regional Medical Center	Tulane Lakeside Hospital for Women and Children*
Minden Medical Center	West Calcasieu Cameron Hospital
North Oaks Medical Center	West Jefferson Medical Center
Ochsner Baptist	Willis Knighton South & The Center for Women's Health
Ochsner Medical Center-Baton Rouge*	Willis Knighton Bossier Health Center
Ochsner St. Anne General Hospital	Willis Knighton Pierremont Health Center
Ochsner Medical Center West Bank	Woman's Hospital
Opelousas General Health System*	Women's & Children's Hospital (Lafayette)
Rapides Women's & Children's Hospital	

*Indicates both *Gift* and Baby-Friendly™ Designated Hospital