

The Gift Program



What is *The Gift*?

The Gift is an evidence-based designation program for Louisiana birthing facilities. It is designed to increase breastfeeding rates and hospital success by improving the quality of their maternity services and enhancing patient-centered care. *The Gift* provides resources and a framework to help improve breastfeeding outcomes through incremental adoption of internationally recognized best practices, The Ten Steps to Successful Breastfeeding of the Baby-Friendly Hospital Initiative (BFHI).* *The Gift* 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/tools 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 *Shining Star* and *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

- Contact *The Gift* Program Manager to enroll your birthing facility.
- Once enrolled, the birthing facility and *The Gift* team work together to implement quality improvement activities around the *Ten Steps*.
- *Gift* designation is awarded to birthing facilities that achieve benchmarks in four focus areas: Evidence-based practices, *The Gift* Guidelines for Marketing of Breastmilk Substitutes compliance, Consistent Messaging, and Quality Improvement.
- Applications are reviewed by a committee on a quarterly basis.
- Birthing facilities enrolled in *The Gift* will be asked to participate in surveys at specified time periods for maintenance and re-designation.

Does *The Gift* make a difference?

- In Louisiana, only 67.0% of infants are ever breastfed, compared to 83.2% 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: CDC, 2014 and LaPRAMS 2009

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

Louisiana Gift Designated Facilities

There are 51 eligible birthing facilities; 36 have achieved *Gift* designation and 15 are Baby-Friendly designated.

Baton Rouge General Medical Center*	Rapides Women's & Children's Hospital
Bayne-Jones Army Community Hospital	Slidell Memorial Hospital
Byrd Regional Hospital	St. Francis Medical Center
CHRISTUS Highland Medical Center	St. Tammany Parish Hospital
CHRISTUS St. Frances Cabrini Hospital	Terrebonne General Medical Center*
East Jefferson General Hospital*	Thibodaux Regional Medical Center
Lafayette General Medical Center*	Touro Infirmary*
Lake Area Medical Center	Tulane Lakeside Hospital for Women and Children*
Lake Charles Memorial Hospital for Women	University Health Conway*
Lakeview Regional Medical Center	University Health Shreveport
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 Medical Center-Kenner	Willis Knighton Pierremont Health Center
Ochsner St. Anne General Hospital*	Woman's Hospital*
Ochsner Medical Center West Bank	Women's & Children's Hospital (Lafayette)
Opelousas General Health System*	
Our Lady of the Angels Hospital	

**Gift* and Baby-Friendly™ designated.

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 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.

For More Information

Visit thegiftla.org or contact Program Manager:

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