

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 continuous quality improvement and support for the pursuit of and maintenance of Baby-Friendly™ designation.
- Access to valuable training.
- Recognition in the form of *Shining Star* or *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

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

Gift Designation

- 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.
- Birthing facilities enrolled in *The Gift* collect data and participate in surveys at specified time periods for maintenance and re-designation.

Does *The Gift* make a difference?

- In Louisiana, only 70.1% of infants are ever breastfed, compared to 83.8% nationally.
- Breastfeeding initiation in *Gift* designated facilities was 75% vs 61% in non-designated facilities.
- Racial breastfeeding disparities are less prevalent in *Gift* designated facilities. Breastfeeding initiation among Black women in *Gift* designated facilities was 61% vs 48% in non-designated facilities.
- Women who delivered in *Gift* designated facilities were 59% more likely to initiate breastfeeding than women who delivered in non-designated facilities.

Source: CDC, 2019 and LaPRAMS 2016-18

* 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 52 eligible birthing facilities; 40 have achieved *Gift* designation and 17 are *Gift* and Baby-Friendly™ designated.

Baton Rouge General Medical Center*	Ochsner Medical Center West Bank*
Bayne-Jones Army Community Hospital	Opelousas General Health System*
Beauregard Hospital System	Our Lady of the Angels Hospital
Byrd Regional Hospital	Our Lady of Lourdes Women's & Children's Hospital
CHRISTUS Highland Medical Center	Rapides Women's & Children's Hospital
CHRISTUS St. Frances Cabrini Hospital	Slidell Memorial Hospital
East Jefferson General Hospital*	St. Francis Medical Center
Lafayette General Medical Center*	St. Tammany Parish Hospital*
Lane Regional Medical Center	Terrebonne General Medical Center*
Lake Area Medical Center	Thibodaux Regional Health System
Lake Charles Memorial Hospital for Women	Touro Infirmary*
Lakeview Regional Medical Center*	Tulane Lakeside Hospital for Women and Children*
Minden Medical Center*	Ochsner LSU Health – Monroe Medical Center*
Morehouse General Hospital	Ochsner LSU Health - Shreveport
North Caddo 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*

Asterisks indicate Baby-Friendly™ designation.

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 Coordinator: Betsy.Dancisak@la.gov or (504) 568-3504.