

## 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 services for birthing persons and enhancing patient-centered care. *The Gift* provides resources and a framework to help improve breastfeeding outcomes through incremental adoption of the Ten Steps to Successful Breastfeeding of the Baby-Friendly Hospital Initiative (BFHI). *The Gift* encourages progress toward pursuit of Baby-Friendly designation.

## THE CRITERIA

The purpose of this document is to outline the updated criteria for *Gift* designation, re-designation and maintenance. These updates are designed to further assist birthing facilities achieve and maintain optimal patient care. *The Gift* is committed to the goal of improving the health of birthing persons and infants in the state of Louisiana by assisting birthing facilities with the following:

- Educate and motivate pregnant persons prenatally on breastfeeding and evidence-based practices for birthing persons
- Continued quality improvement around Ten Steps implementation
- Maintenance of *Gift* and Baby-Friendly designation

## APPLICATION PROCESS

Applications for designation and re-designation are reviewed on a quarterly basis (October, January, April, July) by a Bureau of Family Health appointed review committee. The deadline for submission is the last working day of the month preceding review. For example, applications received on or before September 30th will be reviewed in October. Forms can be downloaded from *The Gift* website: [thegiftla.org](http://thegiftla.org).

## ACTIVITIES

*Gift* designation is awarded to birthing facilities that achieve benchmarks reflecting success in four focus areas:



### EVIDENCE-BASED PRACTICES

Using the Baby-Friendly Ten Steps to Successful Breastfeeding as a guiding principle, *Gift* designated facilities adopt practices for birthing persons such as skin-to-skin and rooming-in to improve breastfeeding outcomes.



### THE GIFT GUIDELINES FOR THE MARKETING OF BREAST MILK SUBSTITUTES (GMBS) COMPLIANCE

*The Gift* does not require the purchase of infant formula for facilities that are not yet Baby-Friendly designated. *Gift* designated facilities comply with other measures endorsed by *The Gift* Guidelines for the Marketing of Breast Milk Substitutes that assure responsible promotion of feeding choice.



### CONSISTENT MESSAGING

*The Gift* provides facilities with Coffective's culturally competent tools and training. *Gift* designated hospitals utilize these resources to contribute to consistent messaging across the state.



### QUALITY IMPROVEMENT

*The Gift* provides quality improvement support including coaching, collaborative learning opportunities, and tools to assist with planning and data collection. *Gift* designated facilities participate in continuous quality improvement activities to ensure progress is made. Activities include Quick Wins, PDSAs and Mountain Projects.

## TOOLS

*The Gift* has re-designed its application process and maintenance tools to provide clearer expectations and guidelines. Designation is awarded to facilities that have met the new criteria and submitted supporting evidence and documentation; no inspection or on-site assessment is required. *The Gift* does not replace Baby-Friendly accreditation, but assists facilities in achieving and maintaining standards that position them for success during *Gift* and Baby-Friendly designation and maintenance.

- **The Gift Survey:** Facilities use this survey as a basis for registration and continued participation in *The Gift* program. By completing the survey, facilities report progress on the implementation of evidence-based practices, implementation of tools and training, and participation in QI activities. The survey also serves as a resource guide and work plan, with embedded links to tools and patient materials. *The Gift* survey is submitted for initial application and every year as a basis for annual maintenance and re-designation. **Must be submitted every year.**
- **Staff Survey:** Measures staff knowledge and buy-in on breastfeeding promotion and implementation of tools. The Staff Surveys (at least 20% of staff, or a minimum of 10) are required at application and every other year at subsequent reapplication to *The Gift*. **Must be submitted every 2 years.**
- **Birthing Person Survey:** Ensures that patients at the birthing facility experience and comprehend the evidence-based practices that are being implemented. The Birthing Person Survey Tally Tool, which contains a minimum of 10 Birthing Person Survey results, **Must be submitted quarterly.**
- **The Gift Guidelines for the Marketing of Breast-Milk Substitutes (GMBS) Check-Off Tool:** Assures that facilities remain compliant with certain aspects of the WHO Code as specified by *The Gift*. **Must be submitted yearly.**
- **Life QI:** Monthly data submission of chart abstraction data metrics are transitioned to online reporting.

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## DESIGNATION PROCESS

Learn about the designation process and benchmarks by referring to the flow chart on page 3.

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## THE GIFT PROBATION PERIOD

Upon application for re-designation, if a facility does not meet the benchmarks for *Gift* designation, it can choose to enter a probationary period for up to one year. The timeline for the probation period will be determined on an individual facility basis. Criteria for exiting the probation period will also be determined by the facility and *The Gift* Team and may include participation requirements and parameters. During this time, the facility will be offered continued access to tools, as well as technical assistance from a *Gift* coach to raise standards and participation in QI activities to meet the criteria.

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## BABY-FRIENDLY DESIGNATED HOSPITALS

*The Gift* acknowledges the extensive and continuous work required of Baby-Friendly designated hospitals, and commits to supporting these hospitals by accepting BFUSA actions in lieu of *Gift* Birthing Person Surveys. To receive credit for this work, it is suggested that BFUSA hospitals upload annual QI action plans and/or redesignation documents submitted to BFUSA into their *Gift* Survey each year, and provide a narrative paragraph or email these documents to their *Gift* improvement coach. If corrective action is required, the action plan submitted to BFUSA is required to be submitted in this manner as well.

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## LEARN MORE

For more information about *The Gift* or the above designation criteria contact Marci Brewer at [Marci.Brewer@la.gov](mailto:Marci.Brewer@la.gov) or visit [thegiftla.org](http://thegiftla.org).

# THE GIFT 3.0 DESIGNATION PROCESS & BENCHMARKS<sup>1</sup>

Facility enrolls with *The Gift* and is assigned an improvement coach to assist with implementation of *Gift* requirements.

## DESIGNATION

- Facility submits **The Gift Survey, Staff Surveys** (20% or min.10) , **Birthing Person Survey Tally Tool, Check-Off Tools &** monthly data collection and submission through **LifeQI** (Min. monthly data submissions: Gift Designation 6 mo/yr, Shining Star: 9 mo/yr).
- The Gift* Designation Review Committee reviews **The Gift Survey** and application materials to determine designation level.

or



### SHINING STAR DESIGNATION

Awarded upon application or re-application by meeting the following benchmarks:



Greater than 80% (average) on process measures on **LifeQI & Birthing Person Survey** key questions.



Complies with requirements specified in **The Gift GMBS Check-Off Tool**<sup>3</sup>.



Implemented at least 3 Coffective training and tools<sup>2</sup>



### GIFT DESIGNATION

Awarded upon application or re-application by meeting the following benchmarks:



Greater than 50% (average) on process measures on **LifeQI & Birthing Person Survey** key questions.



Complies with requirements specified in **The Gift GMBS Check-Off Tool**.



Implemented at least 1 Coffective training or tool<sup>2</sup>

## ANNUAL MAINTENANCE

- Facility submits **The Gift Survey, Birthing Person Survey Tally Tool** (submitted quarterly) & **The Gift GMBS Check-Off Tool** (submitted yearly) to *The Gift* Designation Review Committee for monitoring purposes. **LifeQI** data is submitted monthly.

## RE-DESIGNATION (BIENNIAL)

- Facility submits **The Gift Survey, Staff Surveys** (20% or min. 10), **Birthing Person Survey Tally Tool** (submitted quarterly), **The Gift GMBS Check-Off Tool** (submitted yearly) & **Check-Off Tools** (if there have been any changes since the last designation period). Data is submitted monthly in **LifeQI** (minimum monthly data submission requirements: *Gift* designation 6 mo/yr, Shining Star 9 mo/yr).
- The Gift* Designation Review Committee reviews all materials to assign re-designation level.

or



### SHINING STAR RE-DESIGNATION

Meets all Shining Star Designation benchmarks plus:

- At least 8 *Gift* coaching activities:
  - Charter Chats: *Gift* or LaPQC-combined (minimum 4)
  - Other collaborative learning activities (minimum 4) (1:1 calls, office hours, collaborative calls, combined topic calls)
- 3 *Gift*-sponsored regional or statewide events
- 4 QI Task Force meetings
- At least 9 months data submitted via Life QI with narrative and indication of a minimum of 4 breastfeeding-related QI activities



### GIFT RE-DESIGNATION

Meets all *Gift* Designation benchmarks plus:

- At least 8 *Gift* coaching activities:
  - Charter Chats: *Gift* or LaPQC-combined (minimum 4)
  - Other collaborative learning activities (minimum 2) (1:1 calls, office hours, collaborative calls, combined topic calls)
- 2 *Gift*-sponsored regional or statewide events
- 2 QI Task Force meetings
- At least 6 months data submitted via Life QI with narrative and indication of a minimum of 4 breastfeeding-related QI activities



### GIFT PROBATION

See pg. 2 for more probation details.

- Less than 50% on process measures on **The Gift Survey & Birthing Person Survey** key questions
- Does not meet requirements specified in **The Gift GMBS Check-Off Tool**
- No Coffective Implementation
- Does not meet QI Benchmarks
- Does not meet data reporting benchmarks

<sup>1</sup>Baby-Friendly-accredited facilities are offered a customized timeline and reporting requirements to allow coordination with Baby-Friendly-required QI activities and deadlines.

<sup>2</sup>Coeffective Counseling Sheets on the birthing center or prenatal clinic; Coffective Nursing Education; Coffective Provider Education; Coffective free materials such as the Mobile App, Resource Platform, Skills Competency, We're Prepared Checklist or Motivation Document.