



## About the Program

*The Gift* program is a part of the Louisiana Department of Health’s Bureau of Family Health (BFH) Louisiana Perinatal Quality Collaborative (LaPQC). It is an evidence-based, two-tiered hospital designation program that provides resources and a framework to help improve breastfeeding rates and hospital success by improving the quality of birthing services and enhancing patient-centered care.

## What does *The Gift* do?

*The Gift* provides tools, training and quality improvement coaching to assist birthing facilities with implementing evidence-based practices for infant feeding and birthing person-infant bonding. *The Gift* awards *Gift* or *Gift Shining Star* designation to facilities that demonstrate consistent implementation of evidence-based practices aligned with the *Ten Steps to Successful Breastfeeding* of the Baby-Friendly Hospital Initiative (BFHI)\*. *The Gift* program encourages progress toward and maintenance of Baby-Friendly™ designation.

Benefits of <i>Gift</i> Participation	How to Obtain <i>Gift</i> Designation
<ul style="list-style-type: none"> <li>No cost resources and a framework to help birthing facilities improve breastfeeding outcomes and improve the quality of birthing services.</li> </ul>	<ol style="list-style-type: none"> <li>Birthing facility enrolls with <i>The Gift</i> and is assigned a coach to assist with implementation of <i>Gift</i> requirements.</li> </ol>
<ul style="list-style-type: none"> <li>Technical assistance and collaborative learning opportunities for improving policies, practices, and pursuit of Baby-Friendly™ designation.</li> </ul>	<ol style="list-style-type: none"> <li><i>The Gift</i> assists birthing facility with improving policies and practices around the <i>Ten Steps to Successful Breastfeeding</i>.</li> </ol>
<ul style="list-style-type: none"> <li>Quality improvement tools and one-on-one guidance to increase a facility’s competitive edge in an outcomes-based health care environment.</li> </ul>	<ol style="list-style-type: none"> <li>When <i>Gift</i> requirements are met, the birthing facility applies for designation by submitting required application documents. Applications are reviewed on a quarterly basis.</li> </ol>
<ul style="list-style-type: none"> <li>Access to valuable training to help facilities meet national quality measures and standards.</li> </ul>	<ol style="list-style-type: none"> <li><i>The Gift</i> or <i>The Gift Shining Star</i> designations are awarded to facilities that meet specific benchmarks and participation activities.</li> </ol>
<ul style="list-style-type: none"> <li>Strategies to meet the growing demand for breastfeeding support from families.</li> </ul>	<ol style="list-style-type: none"> <li>Facilities are required to conduct continuous quality improvement, attend a specified number of <i>Gift</i> activities as well as submit annual documentation.</li> </ol>

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

## For More Information

Contact Betsy Dancisak, Program Coordinator, at [Betsy.Dancisak@la.gov](mailto:Betsy.Dancisak@la.gov) or (504) 568-3504.

To learn more about *The Gift* enrollment and designation, visit [thegiftLa.org](http://thegiftLa.org).

To learn more about the Bureau of Family Health visit [PartnersForFamilyHealth.org](http://PartnersForFamilyHealth.org).

