

The Gift Program



What is *The Gift*?

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.

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 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 birthing 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 70.2% of infants are ever breastfed, compared to 83.9% 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

* 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; 42 have achieved *Gift* designation and 16 are *Gift* and Baby-Friendly™ designated.

Abbeville General Hospital	Ochsner St. Anne General Hospital*
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 Shreveport-Bossier Health System-Highland	Rapides Women's & Children's Hospital
CHRISTUS St. Frances Cabrini Hospital	Slidell Memorial Hospital
East Jefferson General Hospital*	St. Francis Medical Center
Jennings American Legion Hospital	St. Tammany Health System*
Lafayette General Medical Center*	Terrebonne General Health System*
Lane Regional Medical Center	Thibodaux Regional Health System
Lake Area Medical Center	Touro Infirmary*
Lake Charles Memorial Hospital for Women	Tulane Lakeside Hospital for Women and Children*
Lakeview Regional Medical Center*	Ochsner LSU Health – Monroe Medical Center*
Minden Medical Center*	Ochsner LSU Health – Shreveport St. Mary Medical Center
Morehouse General Hospital	West Calcasieu Cameron Hospital
North Caddo Medical Center	West Jefferson Medical Center
North Oaks Medical Center	Willis Knighton South & The Center for Women's Health
Ochsner Baptist* Medical Center	Willis Knighton Bossier Health Center
Ochsner Medical Center-Baton Rouge*	Willis Knighton Pierremont Health Center
Ochsner Medical Center-Kenner*	Woman's Hospital*

Asterisks indicates Baby-Friendly™ designation.

LaPRAMS Breastfeeding Initiation

Year	2016	2017	2018	2019	2020
Louisiana (%)	72.9	69.2	73.3	75.0	77.1

The Pregnancy Risk Assessment Monitoring System (PRAMS) is a surveillance project of the CDC and state health departments. It collects state-specific, population-based data on maternal attitudes and experiences before, during, and shortly after pregnancy.

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 persons about the benefits and management of breastfeeding.
4. Help pregnant persons initiate breastfeeding within one hour of birth.
5. Show birthing persons how to breastfeed and maintain lactation, even if separated from their infants.
6. Give infants no food or drink other than breast milk, unless medically indicated.
7. Practice rooming in – allow birthing persons 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 birthing persons to them upon discharge.

For More Information

Visit thegiftla.org or contact the program coordinator:

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