

Blue Cross & Blue Shield of Mississippi Supports Baby-Friendly Hospital Designation for All Delivering Network Hospitals

As part of our continuing Maternity Care Quality Model which encourages and reinforces best practice guidelines and patient-centered care, Blue Cross & Blue Shield of Mississippi will require all delivering Network Hospitals across the state to gain Baby-Friendly designation as part of criteria for achieving Blue Distinction for maternity care.

Blue Cross & Blue Shield of Mississippi is partnering with the Mississippi State Department of Health and CHAMPS (Communities and Hospitals Advancing Maternity Practices), an initiative funded by the W.K. Kellogg Foundation, to assist Network Hospitals in achieving the Baby-Friendly quality designation.

The Baby-Friendly Hospital Initiative is a global program that encourages and recognizes delivering facilities providing evidence-based maternity care with the goal of achieving optimal infant feeding outcomes and mother/baby bonding. Baby-Friendly Hospitals must adhere to ***The Ten Steps to Successful Breastfeeding*** to receive, and retain, a Baby-Friendly designation.

****The Ten Steps to Successful Breastfeeding*** were developed by a team of global experts and consist of evidence-based practices that have been shown to increase breastfeeding initiation and duration. The Ten Steps are:

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 hours 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 on discharge from the hospital or birth center.

*Source: www.babyfriendlyusa.org

Visit www.champsbreastfeed.org to apply for CHAMPS support in establishing Baby-Friendly practices in your delivering Network Hospital.



It's good to be **Blue.**