



FIRST STEPS

for healthy babies

A breastfeeding initiative by the **OHIO HOSPITAL ASSOCIATION**
and the **OHIO DEPARTMENT OF HEALTH**

Resource Guide

Links and tools to support the *First Steps for Healthy Babies* initiative
and your hospital's breastfeeding journey.



First Steps Resource Guide

Ohio's *First Steps for Healthy Babies* initiative was adapted from the [North Carolina Maternity Center Breastfeeding-Friendly Designation Program](#).

First Steps for Healthy Babies

[Kickoff Webinar Slides](#) and [Webinar Recording](#)

An overview of the *Ten Steps to Successful Breastfeeding* and the *First Steps* program.

[Hospital Practices to Support Breastfeeding](#)

Webinar presented by Centers for Disease Control and Prevention explaining the evidence-based rationale for hospital promotion of breastfeeding-friendly policies and practices.

[Webinar Recordings](#)

Educational opportunities including recorded webinars, shared best practices, and upcoming events.

[Integrated Perinatal Health Information System](#) (IPHIS)

Instructions for entering exclusive breastfeeding on the Electronic Birth Certificate.

National Resources

[Baby-Friendly USA](#)

Accrediting body for the Baby-Friendly Hospital Initiative in the U.S.

[NICHQ \(National Institute for Children's Health Quality\)](#)

Organization aiming to improve children's health with breastfeeding specific focus.

[American Academy of Pediatrics](#)

Ten Steps to Support Parents' Choice to Breastfeed Their Baby.

[WIC Loving Support](#)

WIC breastfeeding promotion campaign.

[Surgeon General's Call to Action to Support Breastfeeding](#)

Identifies ways that families, communities, employers and health care professionals can increase support and improve breastfeeding rates.

[It's Only Natural](#)

Breastfeeding campaign that aims to help African American women and their families understand the health benefits of breastfeeding.



Father/Partner Engagement

[Resources for Fathers/Partners](#)

Tips to include fathers/partners in all *10 Steps*.

[Encouraging Breastfeeding on Demand \(Step 8\)](#)

FAQs and tips for fathers/partners.

[Engaging Men & Dads at WIC: A Tool-Kit](#)

California WIC's online tool-kit for involving fathers.

[Postpartum Support International](#)

Free resources for fathers and partners.

[USDA Printable Materials](#)

Fact sheets, brochures, and posters with tips and information for family and friends to encourage breastfeeding.

Health Care Providers

[Expanding Clinicians' Roles in Breastfeeding Support](#)

Two 1.5 hour CME-approved trainings on breastfeeding support for physicians.

[Healthy Children's Center for Breastfeeding](#)

Lactation trainings for lay persons and health care professionals.

[Maximizing Breastfeeding Outcomes in the Outpatient Setting](#)

3 hour CME-approved course provided by the Alabama Chapter-American Academy of Pediatrics.

[American Academy of Family Physicians](#)

Community-based tools, advocacy resources, evidence-based knowledge and educational materials for family physicians to support and encourage breastfeeding.

[Wellstart International](#)

Module I is free and applicable for all health care providers.

[American Academy of Pediatrics](#)

List of Breastfeeding Educational Courses and Materials.

[American Congress of Obstetricians and Gynecologists \(ACOG\) Breastfeeding Tool-Kit](#)

Online tool-kit developed by ACOG's Breastfeeding Expert Work Group to help ob-gyns and other women's health care providers support and encourage breastfeeding.

[Maryland Hospital Breastfeeding Resources](#)

Free physician webinar recordings on breastfeeding-related topics and modules for maternity nursing staff in hospitals seeking Baby-Friendly designation. Free CMEs credits.

State Initiatives

[North Carolina Maternity Center Breastfeeding-Friendly Designation Program](#)

[Texas Ten Step Toolkit](#)

Detailed information on each step of Texas Ten Step's Star Achiever Program.

[Texas Ten Step Videos](#)

Video series related to each of the *Ten Steps*.

[The Gift](#)

Tools and resources for implementing Louisiana's The Gift program.

[Massachusetts Health and Human Services](#)

Becoming Baby-Friendly: Practical Solutions Toolkit.

Sample Policies

[Sample Hospital Breastfeeding Policy for Newborns](#)

American Academy of Pediatrics

[Model Breastfeeding Policy](#)

Academy of Breastfeeding Medicine

[A Model Infant Feeding Policy for Baby-Friendly Designation in the USA](#)

Data & Statistics

[Breastfeeding Report Card](#)

CDC state-by-state data on breastfeeding rates and indicators of community support.

[1,000 Days Infographic on Breastfeeding Goals](#)

[CDC Breastfeeding Data & Statistics](#)

List of reports on CDC research related to breastfeeding.

Ohio Resources

Champion Dad Fatherhood Wallet Card
[Version 1](#) and [Version 2](#)

[Breastfeeding and Safe Sleep](#)
[Breastfeeding and Safe Sleep \(Spanish\)](#)

Ohio WIC
[How to Breastfeed Your Baby](#)
[How to Breastfeed Your Baby \(Spanish\)](#)
[Hold Me, Mom](#)
[Hold Me, Mom \(Spanish\)](#)

Additional Resources

[Ready, Set, BABY](#)

A tool-kit that provides the information, tools, and resources necessary to educate all prenatal women about evidence-based maternity care practices—Step 3. Resources are available in English and Spanish. Also includes a training for educators on the use of materials. Updated [Resources](#).

[Safety of Baby-Friendly Practices](#)

Safety information about safe sleep, pacifiers, rooming-in and skin-to-skin care while implementing the *10 Steps to Successful Breastfeeding*.

[Philadelphia Department of Health](#)

Breastfeeding resources in 14 different languages available to healthcare professionals and mothers.

[The Breastfeeding-Friendly Pediatric Office Practice](#)

The American Academy of Pediatrics has released a clinical report aims to review practices shown to support breastfeeding that can be implemented in the outpatient setting.

[Baby Friendly USA Statement on Exclusive Breastfeeding, Pacifiers, and Safe Sleep](#)

Baby Friendly USA emphasizes that it promotes exclusive breastfeeding and the safe implementation of practices that support exclusive breastfeeding, while also reinforcing safe sleep and Sudden Infant Death Syndrome (SIDS) reduction messages and practices.

If you would like to add resources to this list, please email ohiofirststeps@odh.ohio.gov.