

10 Steps Project :: Materials for Recognition and Awareness

Staff



T-Shirt
shirt shape representational only



Buttons
actual size



Lanyard with Badge Reel approx. actual size



Quality Improvement Teams



Gifford Medical Center is charting our quality improvements in supporting exclusive breastfeeding. Every step counts.



Northeastern Vermont Regional Hospital is charting our quality improvements in supporting exclusive breastfeeding. Every step counts.

10 STEPS to Empower Mothers & Nurture Babies

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.

2. Train all health care staff in skills necessary to implement this policy.

3. Inform all pregnant women about the benefits and management of breastfeeding.

4. Help mothers initiate breastfeeding within 1 hour of birth.

5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.

6. Give newborn infants no food or drink other than breast milk, unless medically indicated.

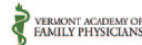
7. Practice rooming in. Allow mothers and infants to remain together 24 hours a day.

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.

Supporting Exclusive Breastfeeding in Vermont



Poster

12"x18"

Customized hospital name (shortest and longest names shown)

Check marks could be stickers or handwritten

Administration & Marketing

Banner also for Community audience



*Ask us about
breastfeeding.*

We're improving our quality of care
for breastfeeding, because success
begins here.



10 Steps to Empower Mothers and Nurture Babies
Supporting Exclusive Breastfeeding in Vermont



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(not shown) Newspaper Display Ads

Patients & Families



Caring can mean *not* visiting right now.

Your love and support mean the world to Mom and Baby. Show them you care by giving them lots of time. You can support them in other ways:

- Prepare meals
- Transport other kids
- Do light housework
- Go grocery shopping



10 Steps to Empower Mothers and Nurture Babies
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Poster
8.5" x 14"

Door Hangers
4" x 9"

Mom and Baby have worked very hard, so they would like to spend the next hour by themselves. Please come back later. They'll love you for it.

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Caring can mean *not* visiting right now.

Please give Mom and Baby time to get to know each other. You can support them in other ways:

- Prepare meals
- Transport other kids
- Do light housework
- Go grocery shopping

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