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# Outreach Partner Guide

## Building Support for Mom and Baby Right from the Start

**The Right from the Start (RFTS) Outreach Partner Guide** helps public health professionals, health care providers, and maternal and infant care professionals come together to create a community of breastfeeding support that mothers and families can rely on before and after birth.

### Use this guide to:



Build awareness for healthcare partners and your community on the importance of breastfeeding-supportive policies and practices;



Share the value of working together to give parents consistent messages about breastfeeding and support; and



Bridge the information gap, support policy creation, and connect healthcare providers and breastfeeding families to local, state and national resources.



**TEXAS**  
Health and Human  
Services

Texas Department of State  
Health Services

# Outreach Partners Are Valuable Connectors



As an outreach partner, you play a critical role in bringing awareness to public health topics. Connecting families and community organizations to reliable local and state resources removes barriers to care and is a great way to make sure all families get the help they need. This is especially important for areas of the state where resources are limited.

When multiple community organizations and individuals connect, they build resources in the community to reach every family.

One way to find what resources are available is community mapping. Take a look at **Strengthening Your Community's Circle of Support from the Let's Talk toolkit**. Going through the exercise may help you identify people or organizations with a role to play in families' care that you wouldn't have thought of otherwise.

**Check out the Breastfeeding Continuity of Care Blueprint**

[breastfeedingcontinuityofcare.org/blueprint](http://breastfeedingcontinuityofcare.org/blueprint)

## Breastfeeding Best Practice

### The Ten Steps to Successful Breastfeeding

Did you know there are evidence-based practices that can improve breastfeeding outcomes in your community? It's true. The **Ten Steps to Successful Breastfeeding (Ten Steps)** are a great way to get breastfeeding off to the right start.

Steps 3 and 10 are often referred to as the “**community steps**”. They include a call to action for both hospitals and the community to work together to improve continuous breastfeeding care. As you read through the steps below, think about how you can help promote this action in your own community!

- 1 Hospital Policies
- 2 Staff Competency
- 3 Antenatal Care
- 4 Care Right After Birth
- 5 Support Mothers with Breastfeeding
- 6 Supplementing
- 7 Rooming-In
- 8 Responsive Feeding
- 9 Bottles, Teats and Pacifiers
- 10 Discharge

**Step 3: Discuss the importance and management of breastfeeding with pregnant women and their families.** Talk to mothers about breastfeeding before baby arrives and help them plan for success. Providing well-sourced and accurate breastfeeding information is essential. You can help moms prepare to breastfeed by:

- Encouraging moms to attend a prenatal breastfeeding class in your community.
- Working with another community partner to create a breastfeeding class if there are none available.
- Learning more about hospitals in your community that have earned the Texas Ten Step Program or Baby-Friendly Hospital designation.
- Sharing information about the designated hospitals with families you serve.
- If hospitals in your area have not met this designation, help parents create **a breastfeeding plan** and encourage them to talk with their health care provider.



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## Learning About Common Breastfeeding Challenges in the Prenatal Period

Sharing breastfeeding information and resources at every prenatal appointment normalizes breastfeeding. It also solidifies your role as a trusted source of information. Families will feel more comfortable asking questions and seeking resources and support.

Planning to breastfeed is just as important as planning for birth. Common challenges that moms can learn about and plan for include:

- How to latch, position, and tell if baby is getting enough to eat.
- Connect mom to the **Texas Lactation Support Directory (TLSD)** to find a local breastfeeding class.
- Complete the **TLSD form** to improve available community resources for moms.
- Continue to breastfeed while apart from baby when returning to work or school.
- Connect mom to the **Texas Mother-Friendly Worksite Program** for information on state and national breastfeeding laws, how to talk to their employer to prepare, and more.



**Step 10: Coordinate discharge so that parents and their infants have timely access to ongoing support and care.** Before mom and baby are discharged, it is important for hospital staff to connect them with community resources that meet their infant feeding needs.

Helping parents feel confident about feeding their babies protects them from misinformation and formula marketing. As an outreach partner, you can support families by sharing clear, consistent feeding messages. Here are some tips to start:

- Consider what breastfeeding messages families in your community receive. Visit [BreastmilkCounts.com](https://www.breastmilkcounts.com) for breastfeeding messages that align with best practices.
- Focus your breastfeeding support on areas in your community that lack resources, often called “breastfeeding deserts.” Find ways to reach these communities where extra help is needed most.

- Connect mom to the [Texas Lactation Support Hotline \(TLSH\)](#) where she can receive 24/7 help from skilled lactation experts, including **International Board Certified Lactation Consultants (IBCLCs)**.
- Create a system to seamlessly connect hospital care with community breastfeeding support, enabling nurse home visiting programs, health workers, peer support groups, lactation providers, and public health offices to regularly share updates on families’ feeding plans.
- Add local breastfeeding services and resources to the [State and National Breastfeeding Resource Handout](#) and share this resource with health care providers and hospital systems in your community.
- Visit [TexasWIC.org](https://www.texaswic.org) to learn more about resources for pregnant and breastfeeding women through services offered by the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC).



# Breastfeeding Resources and Support



**Texas Lactation Support Hotline  
(TLSH):**  
1-855-550-6667

- **24/7 breastfeeding support** from experts including IBCLCs that can be reached during evenings, weekends, and holidays.
- **Offers breastfeeding management information** to community partners and health care providers working with breastfeeding families.

Visit the **Right From The Start (RFTS)** Campaign Website for additional resources and guidance to share with hospitals!

- [RFTS Health Care Leadership Toolkit](#)
- [RFTS Health Care Staff Toolkit](#)
- [Social media banners, social profile frames, and other promotion tools](#)



## Breastfeeding Resources for Families

- [Texas WIC](#)
- [BreastmilkCounts.com](#)
- [Texas Lactation Support Directory](#)
- [Texas Ten Step Program Hospital Directory](#)
- [Safe Infant Sleep Resources for Parents](#)
- [Texas Mother-Friendly Worksite Program- Employee Materials](#)



## Additional Resources for Outreach Partners:

- [Texas Health Steps online provider breastfeeding education that offers free continuing education \(CE\)](#)
- [Local Healthy Texas Mothers and Babies \(HTMB\) Coalitions](#)
- [Health Care Provider's Guide to Breastfeeding](#)
- [Texas Ten Step Program](#)
- [Texas Mother-Friendly Worksite Program: Outreach Partner Materials](#)
- [RFTS State and National Breastfeeding Resources: You can add local resources too!](#)
- [Let's Talk - Safe Infant Sleep: Resources for Communities](#)

Share these resources and consider any other local resources available. Collaborate with community partners to help build a system of breastfeeding support **Right from the Start!**

## Engaging Fathers in Breastfeeding

Fathers are important partners in breastfeeding— they can be moms’ biggest supporter and play a role in infant feeding decisions. Reaching out to dads can give them the information they need to help make healthy decisions with their families. Check out this [Texas Fatherhood Program](#) as a great way to engage with men learning to be dads.

Use the [Responsible Fatherhood Toolkit](#) from the National Responsible Fatherhood Clearinghouse. It shows you how to connect and build resources for fathers. You can help all fathers play a stronger role in their baby’s life.



## Collective Impact Success Stories

### American Heart Association (AHA) and Texas Tech’s Paul Foster Medical School

Seeing that breastfeeding helps moms and babies by lowering heart disease risk, the AHA contacted Texas Tech’s pediatric program. They helped create breastfeeding training for doctors. This program gave doctors the skills to support breastfeeding families. The benefits of this effort are big, lasting, and local.



### Dallas WIC Community: An Outreach Success Story

In 2012, three Dallas area hospitals began implementing the Ten Steps to Successful Breastfeeding training to meet the requirements of the Baby-Friendly Hospital Initiative (BFHI). As they worked to implement the steps, each hospital system noticed that the biggest barrier was implementing staff training due to a lack of time, education, and money.

Dallas WIC partnered with hospital systems to provide staff training and support prenatal and postnatal education for moms and caregivers. WIC recommended combining hospital trainings into a large workshop led by breastfeeding advocates from the hospitals.

Through connecting and sharing resources, the hospital systems successfully trained over 1,000 staff from area hospitals.



[Sign up for the Infant Health Listserv](#) to access the RFTS campaign materials and other infant health and safety updates.