

Coming January 1, 2019.....

BETTER BAMA BABIES

Hospital Recognition Program

The long-term benefits of breastfeeding for babies and mothers are undisputed. Breastfeeding is linked to decreased risk for infant illness and mortality. It is also associated with reduced risk for maternal illness.

It is well-documented that maternity practices in infant nutrition and care have a significant impact on a mother's initiation and continuation of breastfeeding. That means your facility can play an important role in the health outcomes of babies born in your facility and enhance the health and patient satisfaction of your patients.

As the number of women who intend to breastfeed rises, families are seeking hospitals that support and encourage their efforts to breastfeed. Every delivery is a chance to start a long-term relationship with the birth family. Providing breastfeeding support can deliver long-term benefits to your facility as well.

Breastfeeding rates in Alabama lag behind national averages, and many women report they are unable to meet their personal breastfeeding goals. Whether a woman chooses to start breastfeeding and how long she continues is closely tied to the patient care practices she and her infant experience during her newborn's first minutes, hours, and days.

It is understood that the Baby Friendly Hospital Initiative (BFHI) is the gold standard for improving breastfeeding rates in hospitals. Many of our hard-working hospitals and staff, lack the resources necessary to establish firm Baby Friendly goals.

The Better Bama Babies Hospital Recognition Program seeks to recognize the hard work and dedication of these hospitals, for the efforts that they are making to provide training and establish policies to join the BFHI.

Funding and endorsement of this program is made possible through The Giving Foundation of Blue Cross Blue Shield of Alabama. The following agencies also endorse this endeavor: the Alabama Department of Public Health, Alabama Medicaid, the Alabama Chapter of the American Academy of Pediatrics, and the Alabama Chapter of the American College of Obstetricians and Gynecology. The program is also supported by The Alabama Chapter of the March of Dimes.

The Alabama Breastfeeding
Committee

<http://alabamabreastfeeding.org>

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BOTTOM LINE FOR BECOMING A BETTER BAMA BABIES FACILITY

- Less space for managing feeding supplies and NBN
- Decreased costs and time associated with breastfeeding complications
- Increased patient satisfaction
- Elevated staff morale and teamwork
- Enhanced reputation for quality and patient centered care