

## **6 Steps 4 Success, Iowa's Breastfeeding Initiative**

Based on Maternity Practices in Infant Nutrition and Care (mPINC) 2007 benchmark report, Iowa ranked 29<sup>th</sup> amongst all the states and showed a low percentage of birthing facilities with comprehensive breastfeeding policies that included all model breastfeeding policy components recommended by the Academy of Breastfeeding Medicine. Because of the identified need for improved breastfeeding policies in Iowa hospitals, the Iowa Dept of Public Health (IDPH) applied for and received a Communities Putting Prevention to Work-State and Territorial Initiative grant from the Centers for Disease Control and Prevention (CDC) to support a breastfeeding initiative in Iowa. The goal of Iowa's breastfeeding initiative, "6 Steps 4 Success," is to improve breastfeeding policy in birthing hospitals using Baby-Friendly policy recommendations and ultimately, attain Baby-Friendly designation. An improved rate of breastfeeding initiation and duration is expected as a result of education of hospital staff and assistance in policy development provided by IDPH.

The plan includes meeting with obstetric leadership in birthing hospitals, giving priority to rural and low-income areas, and providing education to hospital staff on basic breastfeeding support and the Baby-Friendly Ten Steps to Successful Breastfeeding. IDPH is asking partners in the state that have an interest in improving breastfeeding rates such as local WIC (Women, Infants, and Children) agencies, Iowa Hospital Association, Iowa Breast Feeding Coalition, local Public Health agencies, etc. to assist in moving the initiative forward.

Initial contacts and meetings with lead OB staff of birthing hospitals who have the ability to influence improved breastfeeding policy and practice are currently being conducted. The intent of the meeting is to assess current policy related to breastfeeding, create an awareness of current standards, and assist hospitals develop a plan to improve breastfeeding policy.

Education based on The 10 steps to Successful Breastfeeding is being offered at no cost to hospital staff working with breastfeeding mothers and babies. This training is very basic and the hope is, by working with partners throughout the state, a much more comprehensive breastfeeding education will be provided long term in Iowa.

IDPH encourages hospital administrative staff to be supportive of policy development and efforts to implement the Baby-Friendly Ten steps to Successful Breastfeeding within the hospital.

Jane Stockton, RN, CLC, is the coordinator of this initiative and can be reached for further information by e-mail at [jstockto@idph.state.ia.us](mailto:jstockto@idph.state.ia.us), or by phone at (641) 842-6442.

**6 Steps 4 Success**  
**Training for Hospital Nursing Staff**

Training, focused on Promoting, Protecting, and Supporting in the hospital setting, is available to all birthing hospitals in Iowa. This training is made possible through funding provided by a Communities Putting Prevention to Work-State and Territorial Initiative (CPPW:STI) grant from the Centers for Disease Control and Prevention (CDC).

Intended audience: Nurses and other interested professional staff providing direct care to mothers and babies in birthing hospitals.

Objectives:

- Describe four ways breastfeeding benefits mothers, babies, and society.
- Discuss strategies for promoting and supporting breastfeeding in the hospital setting.
- Identify six of The Ten Steps to Successful Breastfeeding, UNICEF/WHO.

Presenter: Jane Stockton, RN, CLC  
Community Health Consultant, IA Dept of Public Health

Cost: No charge

Location: As determined at birthing hospital/center request

More information/Request for training contact:  
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Sponsored by Iowa Dept of Public Health, Bureau of Nutrition and Health Promotion