



To Successful Breastfeeding

- 1 Have a written breastfeeding policy.
- 2 Train all healthcare staff in skills to support successful breastfeeding.
- 3 Inform/Educate all pregnant women about benefit/management of breastfeeding.
- 4 Skin-to-skin within one-hour of birth for 30 minutes and until first feeding is completed.
- 5 Practice rooming-in.
- 6 Show mothers how to breastfeed & how to maintain lactation even if they are separated from the infant(s).
- 7 Breastfeeding on demand; educating mothers regarding cue-based feeding.
- 8 No supplemental formula unless medically indicated.
- 9 No artificial nipples/pacifiers.
- 10 Breastfeeding support groups referred at discharge for a focus of exclusive breastfeeding for 6 months.



Application and information about the Georgia 5-STAR Hospital Initiative can be found at:

dph.georgia.gov/georgia-5-star



Georgia 5-STAR Hospital Initiative

Quality Breastfeeding Care

Take the lead

IN IMPROVING THE HEALTH OF

mothers & infants

by promoting, supporting and protecting breastfeeding. Creating an environment that encourages mothers to exclusively breastfeed promotes long-term health benefits for mothers & babies.

What is the Georgia 5-STAR Hospital Initiative?

The Georgia 5-STAR Hospital Initiative was developed by DPH and Georgia SHAPE to provide resources and framework to help improve breastfeeding outcomes.

Support Optimal health from day one.

The Georgia 5-STAR Hospital Initiative is based on the World Health Organization (WHO/UNICEF) Ten Steps to Successful Breastfeeding & Baby-Friendly® Hospital Initiative, but is easier to achieve.

Georgia 5-STAR designation:

- Requires 80% compliance with the Ten Steps to Successful Breastfeeding.
- Requires re-designation every two years but no on-site monitor visit or fees
- Offers free DPH resources, such as Train-the-Trainer Hospital Workshops, education materials and other incentive items.

Georgia 5-STAR Hospital Initiative is a method to improve maternity care practices surrounding breastfeeding and as a springboard to becoming a WHO/UNICEF Baby-Friendly® Hospital.

How does the 5-STAR designation benefit my hospital?

Georgia 5-STAR designation will help your facility improve on maternal and infant care practices, such as:

- Increasing patient satisfaction with maternity care services in your facility.
- Public recognition of your efforts toward becoming breastfeeding-friendly.
- Free marketing to the public about your efforts.

- Helping improve breastfeeding initiation, duration & exclusivity in Georgia.

Georgia 5-STAR designation provides your hospital with a competitive edge in a competitive environment.

- As the number of women who intend to breastfeed continues to rise, families are looking for hospitals that support & encourage their efforts to breastfeed.
- By becoming a Georgia 5-STAR facility, you can promote your hospital as a facility that is taking the lead in offering exemplary care to breastfeeding mothers.

