

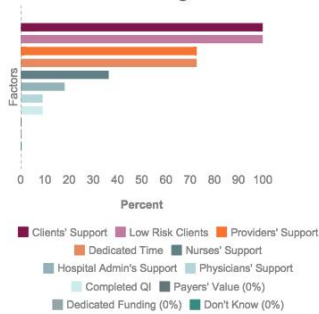


Exclusive Breastfeeding at Discharge

2014 ACNM Benchmarking Data

Learn from the 11 practices that ACNM named Best Practices in High Breastfeeding of the 329 total benchmark participants

Factors Contributing to their Breastfeeding Success



Barriers to Maintaining their Best Practice

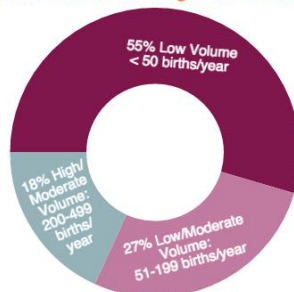


Note: Not all practices reported barriers & multiple practices reported NO BARRIERS!

Breastfeeding Pearls

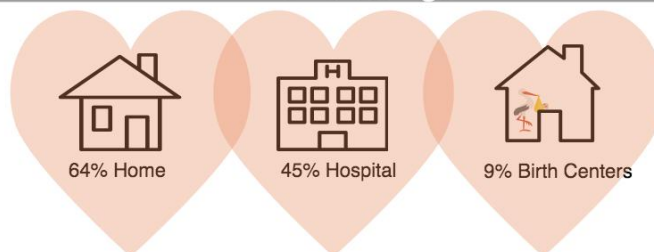
- Assessing mom & baby to ensure adequate latch before leaving the home/birth setting
- TRAINED, COMMITTED RNs
- Full Time LDCs
- Breastfeeding is part of our Birth Center culture, rarely does one NOT breastfeed...for those few babies we deliver in the hospital, we incorporate the same culture.
- Share References for Medication Safety in Breastfeeding
- Make it a PRIORITY
- ENCOURAGE USE OF COMMUNITY RESOURCES w/ PARTNER PARTICIPATION
- Cultivate breastfeeding as a NORM in your culture
- ONGOING SUPPORT AFTER DISCHARGE
- INTRODUCE THE TOPIC OF BREASTFEEDING EARLY IN PREGNANCY

Characteristics of the 11 Best Practices in High Breastfeeding



Note: No practices had a High Volume > 500 births/year

Birth Settings



Participate in ACNM Benchmarking &

Make 2015 the Year your Practice is Recognized as a **Best Practice in High Breastfeeding**