

# Texas Ten Step Designation or Re-designation Internal Staff/Team Memo

Dear Team Members and Staff,

We are honored to announce [INSERT FACILITY'S NAME "designation or re-designation"] by Texas Health and Human Services as a Texas Ten Step facility – an important milestone in Texas' statewide commitment to improve maternity care and breastfeeding support for new moms and their babies.

As a Texas Ten Step Program designated facility, [INSERT NAME] has adopted and implemented policies and evidence-based maternity practices aligned with the World Health Organization (WHO) and UNICEF's Ten Steps to Successful Breastfeeding. We want to thank all of you for the critical role you played in facilitating the changes needed to elevate the standard of maternity care and breastfeeding support here in [INSERT CITY]. New practices include [list here].

The type of maternity care practices we provide can impact a new mother's decision to initiate breastfeeding and help set the stage for her long-term success. It is up to us to offer maternity care practices that support, protect and promote breastfeeding for our community's newest Texans.

We thank you for being part of such a meaningful commitment. We are excited to work together to continue providing evidence-based health care practices designed to set our patients up for successful breastfeeding and improve infant and maternal health outcomes.

Closing,

Signature