

TTS DESIGNATION AND RE-DESIGNATION ANNOUNCEMENT SOCIAL POSTS

Designation Posts:

Image Guidance:

New mother in hospital breastfeeding newborn, ideally with assistance from a staff member.

Draft Post Copy 1:

[Insert Facility] is honored to announce our designation as a Texas Ten Step Hospital, a major accomplishment that strengthens our commitment to provide quality maternity care and breastfeeding support across Texas.

The Texas Ten Step (TTS) program promotes environments where women are able to make informed decisions about how to feed their babies. As a designated TTS facility, we provide moms with breastfeeding education, resources and continued support to help them get off to the best start. New moms who experience these Ten Step practices, such as rooming-in with their baby and skin-to-skin contact immediately after birth, are more likely to reach their breastfeeding goals.

For more information on the Texas Ten Step program, visit texastenstep.org.

Draft Post copy 2:

Where your baby is born matters! [FACILITY NAME] is honored to announce our recent designation by Texas Health and Human Services as a Texas Ten Step (TTS) facility—a major accomplishment in our commitment to provide quality maternity care and breastfeeding support for new moms and their babies in [INSERT CITY,] Texas. 🧑🍼

As part of the TTS program, [INSERT FACILITY'S NAME] follows the World Health Organization (WHO) and UNICEF's Ten Steps to Successful Breastfeeding, a guide that supports moms in meeting their breastfeeding goals.

For more information on the Texas Ten Step program, visit texastenstep.org.

Draft Post Copy 3:

Where your baby is born matters! [FACILITY NAME] is honored to announce our recent designation by Texas Health and Human Services as a Texas Ten Step (TTS) facility—an important milestone in our commitment to improve maternity care and breastfeeding support for new mothers and their babies. 🧑🍼

As part of the TTS program, [INSERT FACILITY'S NAME] follows the World Health Organization (WHO) and UNICEF's Ten Steps to Successful Breastfeeding, a guide that enables mothers to meet their breastfeeding goals. The Ten Steps are:

1. Have a written infant-feeding policy.
2. Provide staff education.
3. Provide prenatal breastfeeding education.
4. Place babies in skin-to-skin contact.
5. Support breastfeeding.
6. Give babies no food or drink other than breastmilk, unless medically necessary.
7. Practice rooming-in.
8. Encourage feeding on cue.
9. Counsel mothers on the use and risks of feeding bottles, teats and pacifiers.
10. Establish breastfeeding support after discharge.

Studies show that new mothers who experience the Ten Step practices are more likely to reach their breastfeeding goals. For more information on the Texas Ten Step program, visit texastenstep.org.

(Example posts below)

Post mockup examples:

 **Texas Health and Human Services Commission** Sponsored

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Re-Designation Posts:

Image Guidance:

New mother in hospital breastfeeding newborn, ideally with assistance from a staff member.

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[INSERT FACILITY] is honored to announce [INSERT “our re-designation” or- # OF YEARS IF AVAILABLE] as a Texas Ten Step Facility, a major accomplishment that affirms our commitment to improve maternity care and breastfeeding support for women across Texas.

The Texas Ten Step (TTS) program promotes environments where women are able to make informed decisions about how to feed their babies. As a designated TTS facility, we provide moms with breastfeeding education, resources and continued support to help them get off to the best start. New moms who experience these Ten Step practices, such as rooming-in with their baby and skin-to-skin contact immediately after birth, are more likely to reach their breastfeeding goals.

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Where your baby is born matters! [FACILITY NAME] is honored to announce [INSERT “our re-designation as a Texas Ten Step (TTS) Hospital” or – {# OF YEARS IF AVAILABLE}] as a designated Texas Ten Step (TTS) Hospital], a major accomplishment in our long-standing commitment to provide quality maternity care and breastfeeding support for new moms and their babies in [INSERT CITY], Texas. 🧑🍼

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