

The story behind 100 YEARS OF DELIVERING TOURO BABIES



1852

Touro is established by New Orleans philanthropist Judah Touro. Judah purchased the Paulding Mansion on Gaienne and Old Levee streets and converts it into a 28-bed hospital.



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1882



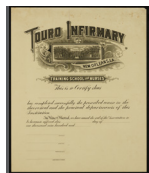
The new Touro Infirmary building is erected at Prytania and Aline Street.

1886

The clinics began this year and the hospital set aside one room for maternity, however the doctors continued to deliver babies at home.



1896



The Touro Infirmary School of Nursing (TISON) opens its doors, launching a nursing and midwifery curriculum.

1907

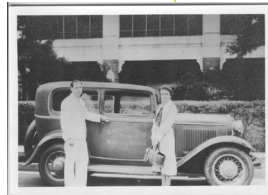
The organization of the Medical Staff results in the first Chief of Obstetrics and Gynecology at Touro. More than 4,000 women were seen annually for prenatal care in the Touro clinic then, but fewer than 200 births took place inside the walls of the hospital each year.



1922



Dr. Jacob Newman initiates Home Maternity Services and New Orleans' first Hess Incubators are purchased by Touro, launching maternity services at Touro.



1924

Touro opens the A Building, dedicating the 4th and 5th floors to maternity services.



1936



Prytania Street hospital entrance opens.



1940

Maternity services at Touro grows and Home Maternity Services continues with the "Stork Car" bringing doctors, nurses, and medical and baby supplies to the homes of expectant mothers that had no means of transportation to the hospital.





1940s

Hospital births continue to rise and by 1946 the world and Touro are experiencing a "Baby Boom" following the end of World War II.



1950s



By the 1950s, 95% of US women are giving birth in hospitals. Labor and Delivery rooms were very basic and clinical, and it was common practice for fathers to wait outside of the delivery room until after the mother gave birth.



1960s

Lamaze was founded in the United States and International Childbirth Education Association was founded launching Childbirth Education in hospitals across the country, including here at Touro.



1965



Touro Infirmary expands once again, and maternity services is relocated to its current location on the second floor of the hospital on M2.



1970s

The practice of labor and delivery continues to evolve, and fathers are now allowed in the delivery room.



1976



United States Bicentennial occurs, and newborns are wrapped in flag blankets and issued special bicentennial birth certificates to celebrate this milestone.



1980s



The fetal ultrasound becomes a standard of practice for prenatal care. Families started to partake in the birthing experience in which siblings would come to the hospital to meet their new baby brother or sister.



1994



Touro launches a marketing campaign producing what would become iconic commercials, securing Touro as "the place where babies come from."

The story behind

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2005



Hurricane Katrina devastates New Orleans and Touro evacuates 7 NICU babies following the loss of power to the hospital and severe flooding of much of the city of New Orleans. Touro had to close its doors for the first time since the civil war, but is the first hospital in New Orleans to open its doors following Hurricane Katrina just 28 days later. Hurricane Katrina devastated the majority of the hospitals in the city of New Orleans leaving Touro as the only hospital in New Orleans providing maternity services.



2009



Touro Infirmary and Children's Hospital partner to form a two-hospital health system, LCMC Health, providing a complete continuum of care from birth to senior care.



2010

Louisiana State University Health Sciences Center moves its Labor and Delivery Services to Touro.



2012



Touro hits a milestone of delivering 3,000 babies in a single year, reinforcing its position as the "place where babies come from."



2013



Maternity services undergoes a major renovation to expand services to become the Family Birthing Center, which includes 7 observation rooms, 14 private Labor and Delivery rooms, 37 private post-partum rooms and a Level III NICU to care for up to 24 NICU babies.



2015



Touro is the first hospital in New Orleans to be awarded the Ultrasound Practice Accreditation by The Ultrasound Practice Accreditation Council of the American Institute of Ultrasound in Medicine in the areas of Obstetric - First Trimester, Obstetric - Second Trimester, and Obstetric - Third Trimester.

2016

Blue Cross and Blue Shield of Louisiana designates Touro as one of the first hospitals to receive the national Blue Distinction@ Center+ for Maternity Care designation, a new designation under the Blue Distinction Specialty Care program.



2017

More than 20 years after the iconic "Where do babies come from commercials" aired, Touro relaunches the campaign featuring real Touro babies.





2018



Touro earns the prestigious Baby Friendly Designation the U.S. authority for the implementation of the Baby-Friendly Hospital Initiative ("BFHI"), a global program sponsored by the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF). Touro earns the Gift Shining Star designation from the Louisiana Department of Health, which is the highest designation within The Gift program.



2019

Touro launches a Maternal Health Community Task Force to integrate healthcare providers and community stakeholders to establish and maintain community partnerships that promote maternal and child health. Through this Task Force, Touro partners with both local and national organizations to provide Maternal Health education, screenings, and resources to the women in our community.

Touro partners with Nola Baby Café to open the first hospital-based Baby Café in the gulf south region. Baby Café is an international evidence-based service that aims to increase breastfeeding rates by decreasing disparities and providing a relaxed judgment free environment for families.



2020



Touro launches OB Hospitalist program ensuring 24-hour staffing of hospitalist physicians trained in Obstetrics and Gynecology. This program integrates clinical and hospital OB/GYN practices to provide a collaborative care model that focuses on a safe and healthy delivery for both mom and baby.

2022

Touro celebrates 100 years of maternity services delivering generations of New Orleanians.

