

# Implementation and Baby Steps to Baby Friendly

Heidi Agostinho, PhD, IBCLC

---

---

---

---

---

---

---

---

## Disclosure

No one involved in this activity has any relevant financial relationships with commercial interests.

---

---

---

---

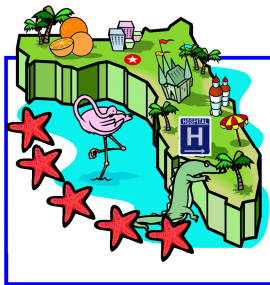
---

---

---

---

## Florida Quest for Quality Hospital Award



---

---

---

---

---

---

---

---

### Florida Quest For Quality

- ▶ Florida Breastfeeding Coalition
- ▶ 5 Star Quality Improvement Award
- ▶ Designation is not required
- ▶ Designation is the only way to get all 5 stars
- ▶ Registration with Baby Friendly Hospital is not mandatory unless pursuing 5 stars

---

---

---

---

---

---

---

---

### Mounting Evidence Confirms Long and Short Term Benefits

- ▶ Professional Health Organization issue strong statements in support of breastfeeding
  - The American Academy of Pediatrics,
  - The American College of Obstetricians and Gynecologists,
  - The American Academy of Family Physicians,
  - The American Dietetic Association,
  - The American Public Health Association

---

---

---

---

---

---

---

---

### The U. S. Department of Health and Human Services–Healthy People 2020 Objectives for Hospitals

Objective	Baseline	Target
To increase the proportion of live births that occur in facilities that provide recommended care for lactating mothers and their babies	2.9%	8.1%
To reduce the proportion of breastfed newborns who receive formula supplementation within the first 2 days of life	15.6%	10%

---

---

---

---

---

---

---

---

### Obstacles Identified by The Surgeon General's Call To Action

Specific to hospitals

- ▶ Lack of up-to-date instruction and information from health care professionals.
- ▶ Hospital practices that make it hard to get started with successful breastfeeding

---

---

---

---

---

---

---

---

### CDC Recommendation for Hospitals

- ▶ Partner with Baby-Friendly hospitals to learn how to improve maternity care.
- ▶ Use CDC's Maternity Practices in Infant Nutrition and Care (mPINC) survey data to prioritize changes to improve maternity care practices.
- ▶ Stop distributing formula samples and give-aways to breastfeeding mothers.
- ▶ Work with community organizations, doctors, and nurses to create networks that provide at-home or clinic-based breastfeeding support for every newborn.
- ▶ Become Baby-Friendly.

---

---

---

---

---

---

---

---

The Joint Commission has set exclusive breastfeeding in the hospital as one of it's maternity core measures.

- » Exclusive Breastfeeding is the key data point being measured across the nation

---

---

---

---

---

---

---

---

## Breastfeeding Categories

- ▶ **"ANY BREASTFEEDING"**
  - Includes infants fed a combination of human milk and formula any time during hospital stay
  
- ▶ **"EXCLUSIVE BREASTFEEDING"**
  - Exclusive breast milk feeding is defined as a newborn receiving only breast milk and no other liquids or solids except for drops or syrups consisting of vitamins, minerals, or medicines. If the newborn receives any other liquids including water during the entire hospitalization, select allowable value 'No'. Exclusive breast milk feeding includes the newborn receiving breast milk via a bottle or other means beside the breast.
  - Recommended by American Academy of Pediatrics, American College of Obstetricians and Gynecologists, Academy of Family Physicians, American Dietetic Association
  - In-hospital exclusive breastfeeding is associated with breastfeeding duration after discharge

10

---

---

---

---

---

---

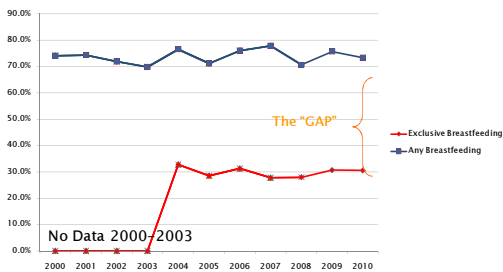
---

---

---

---

## Florida Any and Exclusive 2000-2010



Data Source: CDC NIS BREASTFEEDING AMONG US CHILDREN

11

---

---

---

---

---

---

---

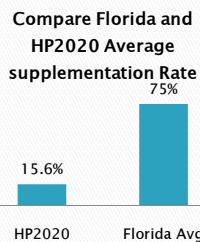
---

---

---

## What are we finding in Florida

- ▶ Hospitals are reporting 80-90% patients saying they want to breastfeed at admissions
- ▶ Exclusive breastfeeding is between 1-40% in various hospitals
- ▶ Supplementation is occurring between 99-60% of patients.



Data Shows a Wide Variation

Why such a big Gap?

---

---

---

---

---

---

---

---

---

---

### The AAP policy strengthens current recommendations

- ▶ Human milk should be recommended for all infants unless a specific contraindication exists.
- ▶ Policies and practices that optimize and support breastfeeding should be encouraged during the time near and immediately after delivery.
- ▶ Healthy infants should remain in contact with their mothers immediately after birth, emphasizing direct skin-to-skin contact until the first feeding is accomplished.

---

---

---

---

---

---

---

---

### Baby Steps to Baby Friendly

- ▶ Began in Miami Dade County November 2010 using funds from Communities Putting Prevention to Work Grant offered by CDC
- ▶ The project goal was to increase the number of hospitals initiating Phase two of the Baby Friendly Pathway to 14%
- ▶ Project began with zero hospitals working towards Baby Friendly Initiation.

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



**Current Number of Hospitals Pursuing Baby Friendly Hospital Designation**

---

---

---

---

---

---

---

---

**Why the pathway?**

- ▶ We learned that many hospitals got lost when implementing the Ten Steps to Successful Breastfeeding.
- ▶ Many hospitals tried to implement the Ten Steps with one or two people trying to champion.
- ▶ Hospitals frequently got stuck on a step and would spin their wheels.

---

---

---

---

---

---

---

---

**Hospital Progress**

- ▶ In the past it took hospitals 5-10 years to get designated
- ▶ Only 4% of American hospitals have been designated (141 / 3500)
- ▶ Currently more than 350 have registered intent to become Baby Friendly

---

---

---

---

---

---

---

---

### Hospital Progress as a Result of Project (15 months of support)

- ▶ Hospitals involved are public and private
- ▶ 6 hospitals in Dissemination Phase
- ▶ 7 hospitals in Development Phase
- ▶ 2 hospitals in Discovery Phase (<2 months of support)

---

---

---

---

---

---

---

---

### The Florida Breastfeeding Coalition has designed a Quality Improvement Award

- » based on the Ten Steps to Successful Breastfeeding and Baby Friendly USA 4-D pathway.



---

---

---

---

---

---

---

---

### Florida's Quest For Quality

- ▶ Each hospital will be recognized for completing a phase corresponding with the 4-D Pathway.
- ▶ The hospital is not required to register with Baby Friendly USA
- ▶ Hospital can obtain up to 4 Stars without becoming designated.
- ▶ The 5<sup>th</sup> star is reserved for those facilities that become designated through Baby Friendly USA.
- ▶ This five star system has been developed wherein one star is achieved through every Phase completed toward UNICEF Baby Friendly Initiative.

---

---

---

---

---

---

---

---

### The Pathway-Discovery Phase

1. Requires Senior Level Administrative buy-in to start
2. Requires an assessment of current practices- this is baseline data
3. One star will be awarded upon completion of this phase



---

---

---

---

---

---

---

---

### The Pathway- Development Phase

- ▶ Requires team development
  - Interdisciplinary group including
    1. Physicians,
    2. Labor and maternity nursing staff,
    3. Administration,
    4. Anesthesiology,
    5. Quality Assurance
    6. Clinic staff



---

---

---

---

---

---

---

---

### Development Phase- Team

- ▶ Review current practice- Assessment
- ▶ Evaluate policies and develop policy, procedures and protocols against Guidelines and Evaluation Criteria-
- ▶ Develop plans for assuring all staff members receive orientation to policy and all required training
- ▶ Develop data collection plan
- ▶ Insure Continuity of Care, review education plans, activities and resources for prenatal and postpartum patients

---

---

---

---

---

---

---

---



### Florida Quest For Quality

- Two stars will be awarded upon completion of the following
- Developed Baby Friendly Hospital Work Plan
- Developed hospital breastfeeding policy that reflects the UNICEF Ten Steps to Breastfeeding
- Identification of training curriculum and plan for training staff
- Identification and/or developed prenatal teaching plans
- Identification of data collection plan

---

---

---

---

---

---

---

---

### The Pathway–Dissemination

- Collect data monthly
- Train staff
- Implement Plan
- Audit practices
- Review audit outcomes
- Review data
- Devise a corrective action plan
- Train accordingly
- Continue until 10 steps are achieved

---

---

---

---

---

---

---

---

### Florida Quest for Quality

- Three stars will be awarded upon completion of the Dissemination Phase
- Documented three months of data collection including key data points
  - ❖ 24- hour rooming in
  - ❖ Time Baby and Mother separated after birth
  - ❖ Skin to skin in the first hour
  - ❖ Exclusive breastfeeding
  - ❖ Reason for supplementation

---

---

---

---

---

---

---

---

### Dissemination Phase Documentation

- ▶ List of all employees trained
- ▶ Corrective action plan developed
- ▶ List of implemented steps
- ▶ List of steps needing implementation with action plan

---

---

---

---

---

---

---

---

### Implementation of all Ten Steps

- Implementation of all ten-steps: (fourth star)**
- ▶ This is for facilities who have not yet reached designation through Baby Friendly USA but have implemented all ten-steps.
  - ▶ Facility will need to provide pre implementation data ( three months baseline data) and three months of data collected post implementation.
  - Define and routinely monitor performance measures for each of the ten steps defined by UNICEF (listed next slide) for the full range of service provided by Maternity Care.

---

---

---

---

---

---

---

---

### UNICEF Ten Steps to Successful Breastfeeding

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within one hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
6. Give newborn infants no food or drink other than breast milk, unless medically indicated.
7. Practice rooming-in—allow mothers and infants to remain together—24 hours a day.
8. Encourage breastfeeding on demand.
9. No artificial teats, nipples or pacifiers given to infant during hospital stay with exception to analgesic use during painful procedures when breastfeeding cannot be provided.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

---

---

---

---

---

---

---

---

### The Pathway-Designation

- ▶ Not all hospitals will decide to get designated at first
- ▶ Many hospitals fear the cost of formula and training

---

---

---

---

---

---

---

---

### Deciding



---

---

---

---

---

---

---

---

### Earning the Title- Baby Friendly Hospital

- ▶ Have to be registered with Baby Friendly USA
- ▶ Have continued auditing practices
- ▶ Have continued data collection (min 3 months)
- ▶ Have a readiness assessment with BFUSA
- ▶ Implement any identified actions
- ▶ Prepare for on-site assessment

---

---

---

---

---

---

---

---

**A hospital is not Baby Friendly until they are designated as such**



---

---

---

---

---

---

---

---

### **Florida Quest For Quality**

- ▶ Highest award of five stars will be given to those hospitals who have been designated as Baby Friendly through Baby Friendly USA.
- ▶ Documentation will be required
- ▶ Facility information and team information
- ▶ Three months data collection

---

---

---

---

---

---

---

---

**We hope that all of you consider working toward improving evidence based care. This an important step to improving health care. Any steps taken by your hospital must be celebrated and remember this is **BABY STEPS** to **BABY FRIENDLY**.**

---

---

---

---

---

---

---

---