

# Wednesday Webinar: February 26, 2020

## *Crossing the T and Dotting the I's in Designation: Organization and the Final Push*

Presented by

Nicole Jeans, BSN, RN, IBCLC, Methodist Le Bonheur Healthcare—Olive Branch  
Jennifer Caldwell, MSN, RNC-OB, Director of Nursing, NMMC—Women's Hospital  
The CHAMPS Team

Call-in information: 1-866-503-4605 (code # 155 9239)

Press \*6 to mute your line, #6 to unmute. Please do not press hold.

You can use the chat box for questions during the presentation.

# Upcoming CHAMPS Trainings

## CHAMPS 4-Hour Breastfeeding Clinical Competencies Training

- **March 12<sup>th</sup>:** Wayne General Hospital: 8AM-12PM
  - Registration open! Link: : <https://champs-breastfeeding-clinical-competencies-wayne.eventbrite.com>
- **April 29<sup>th</sup>:** Northwest Mississippi Medical Center: 8AM-12PM
  - Registration opens March 30<sup>th</sup>, 12PM CT

## CHAMPS Safe Implementation of Evidence-Based Maternity Practices Training

- **April 2<sup>nd</sup>:** Southwest Mississippi Medical Center: 9AM-11:30AM, 1PM-3:30PM
  - Registration opens March 5<sup>th</sup>, 12PM CT

# Upcoming Wednesday Webinars

*Webinars are held in collaboration with the Mississippi State Department of Health and are scheduled on Wednesdays from 12-1p CST*

- **March 18<sup>th</sup>**: Experiences from the Other Side: Ongoing Improvement after Designation
- **April 22<sup>nd</sup>**: Know the Law: The State of Breastfeeding Legislation in Mississippi
- **May 13<sup>th</sup>**: The Best Start: Evidence for Exclusive Breastfeeding During the First Week
- **June 3<sup>rd</sup>**: CHAMPS Updates: Celebrating Mississippi's Achievements and Discussing What Comes Next



If there are topics you would like covered, please email [CHAMPSbreastfeed@gmail.com](mailto:CHAMPSbreastfeed@gmail.com) or talk to your CHAMPS hospitals coach about your ideas.

For log-in information or for slides and recordings of past webinars, visit: [cheerequity.org/webinars.html](http://cheerequity.org/webinars.html)

# CHAMPS Updates

- **MS has 18 Baby-Friendly hospitals**– that means > 50% of births in MS are happening in Baby-Friendly Hospitals!
- Congrats to the most recently designated hospitals
  1. Southwest Mississippi Regional Medical Center
  2. Methodist Le Bonheur Healthcare—Olive Branch
  3. Mississippi Baptist Medical Center

# *Crossing the T and Dotting the I's in Designation: Organization and the Final Push*



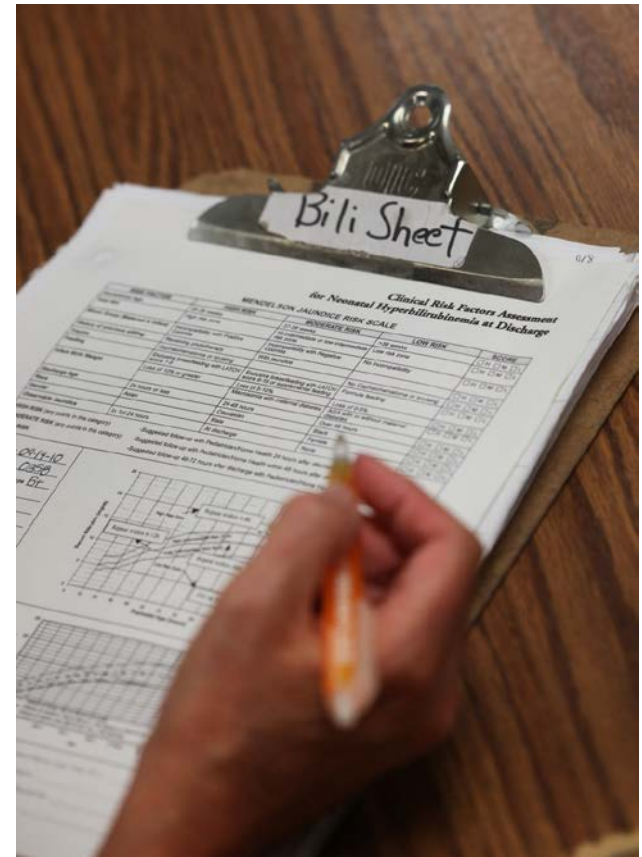
# Be PREPPT

- Policies
- Rosters
- Education
- Purchasing
- Posters
- Trainings



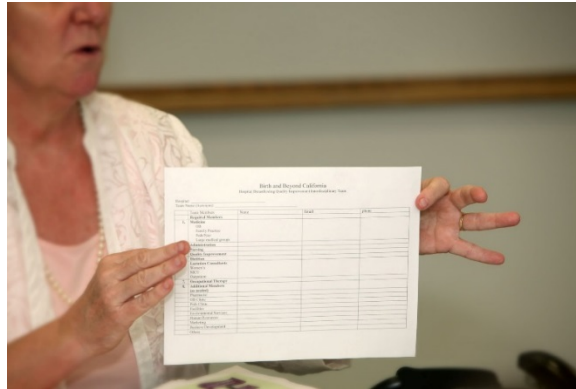
# Policies

- Up-to-date version of the infant feeding policy
- Any related policies (for example: jaundice, hypoglycemia, etc)



# Rosters

- Nursing Staff
- MDs and APNs
- Patients
  - Prenatal women (facilities w/ an affiliated clinic): at least 20 women in 3<sup>rd</sup> trimester with at least 2 previous visits
  - Post-Partum women: At least 20 vaginal and 10 cesarean deliveries
  - Mothers of infants in special care (NICU or transferred): At least 10
- Obtain permission to interview patients in advance



CHAMPS  
recommends  
having more than  
the minimum  
number of patients  
on your rosters



# Education - Prenatal

- Affiliated prenatal clinic curriculum
- In-hospital teaching curriculums
- Patient education materials
  - Review with a fine-tooth comb to make sure it is ***all compliant*** with BFUSA guidelines
- Descriptions of community collaborations



# Education- Postpartum

- Teaching curriculums and/or checklists related to BFHI
- Postpartum patient education materials
- Description of postpartum referral system



# Purchasing - Formula Payment

- *Fair Market Price On-Site Assessment Preparation Grid (DEV4C)*
- *Fair Market Price Code Compliance Verification Form (DEV4B)*
- Invoices and proof of purchase of 3 months of formula, pacifiers, and all other infant feeding products

Title: Fair Market Price On-Site Assessment Preparation Grid	Revision date: 05/24/17
File name: DEV4C-FMPOnSiteAssmtPrepGrid	Page 1 of 5



## Fair Market Price On-Site Assessment Preparation Grid

This table must be available for assessors when they arrive on-site.

Title: Fair Market Price Code Compliance Verification Form	Revision date: 01/30/19
File name: DEV4B-FMPCCodeComplVerForm	Page 1 of 7



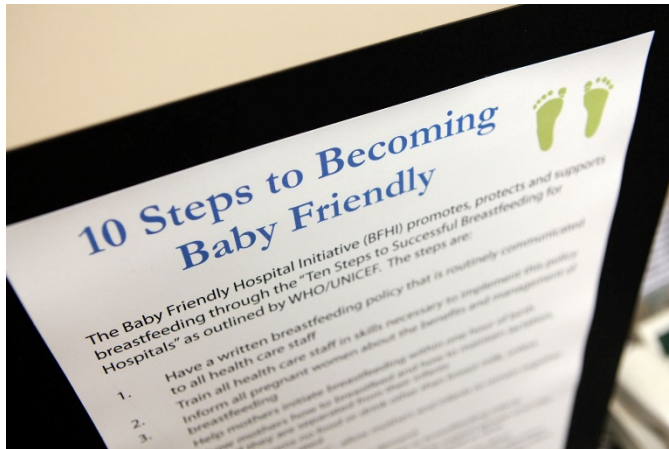
**ALL 7 PAGES OF THIS FORM  
MUST BE SUBMITTED  
TOGETHER**

## Fair Market Price Code Compliance Verification Form

This form is to be completed by facilities in the Designation (D4), Annual QI, and Re-Designation Phases. ALL PAGES must be submitted to Baby-Friendly USA (BFUSA) for review. Refer to the Tool Kit Guide for clarification on completing all sections.

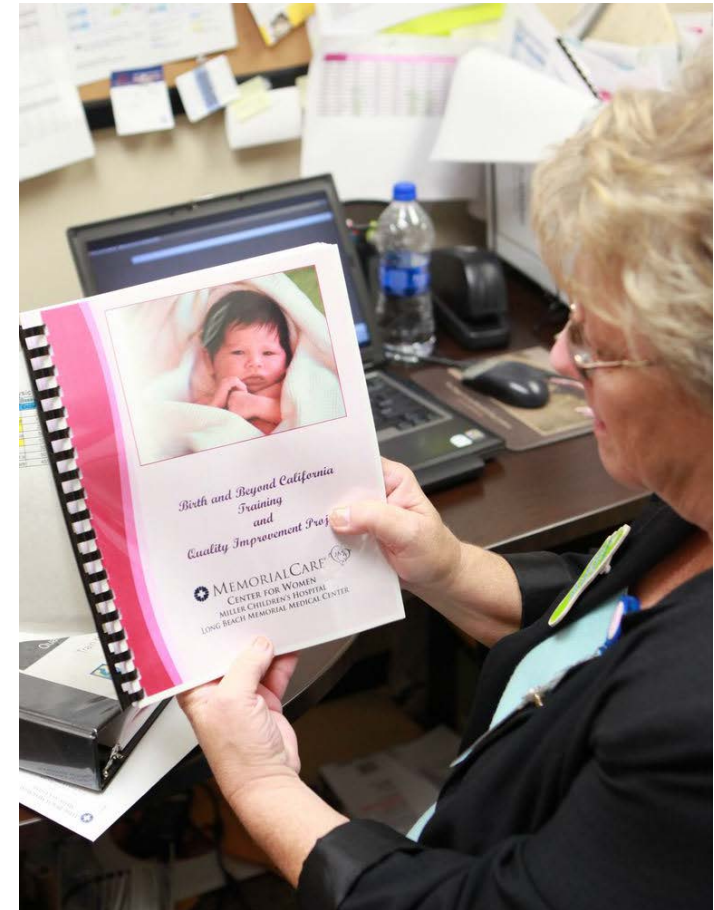
# Posters

- 10-Steps Posters
  - Copies of the posters you created
  - List of locations of posters



# Training

- Curriculums
  - *Staff Training Requirements Checklist (DEV8D)*
  - Description of how nursing staff competencies were met
- Rosters
  - *Staff Training Documentation (DEV8A)*
- Certificates of completion
- Ensure that 100% of staff and providers are trained



# Three Key Tips to Keep in Mind

1. Use the BFUSA On-Site Checklist
  - No less, no more
2. Delegate!
  - Assign ownership
3. Know your own strategy



[http://wallpaperswide.com/youve\\_got\\_this-wallpapers.html](http://wallpaperswide.com/youve_got_this-wallpapers.html)

Now let's hear from some hospitals!





# THE IMPORTANCE OF ORGANIZATION AND PREPARATION FOR YOUR ON-SITE ASSESSMENT

Nicole Jeans, BSN, RN, IBCLC

Methodist Olive Branch Maternity Center  
Olive Branch, Mississippi

COPYRIGHTED



# METHODIST OLIVE BRANCH HOSPITAL



Methodist Olive Branch Hospital is located in Olive Branch, Mississippi.

While often considered a suburb of Memphis,  
we serve many rural communities in Northwest Mississippi.

COPYRIGHTED

# METHODIST OLIVE BRANCH HOSPITAL

## HOW IT ALL BEGAN

We are a “young” hospital and will celebrate 6 years of service in 2020.

Our inaugural year, we delivered 315 infants.

Last year, Methodist Olive Branch delivered 711 babies!

Our Baby Friendly journey began just one year after opening our unit, showing our commitment to delivering high quality, evidence-based care to our maternal/child community.

Methodist Olive Branch Hospital is one of 3 delivering hospitals in the Methodist Healthcare system and is also the first to celebrate Baby Friendly designation.

COPYRIGHTED

# THE IMPORTANCE OF **ORGANIZATION**

Organization is a vital component of the journey to Baby Friendly designation. Throughout the process, a facility will be required to compile and record data, keep track of statistics, and manage a significant amount of information.

Organization allows your Baby Friendly Task Force members to spend less time searching for information or correcting mistakes.

A well-organized information culture allows for less stress during the journey.

Having your information in order on the days of your on-site assessment will encourage a quick and stress-free visit from Baby Friendly USA!

<https://xwiki.com/en/Blog/top-5-benefits-of-organizing-information-within-your-company#>

COPYRIGHTED

# PRIOR TO THE ON-SITE ASSESSMENT

## (GETTING STARTED – CHECK YOUR DASHBOARD!)

One of my strongest recommendations to ensure you've "crossed all your T's and dotted all your I's" is to log in to the BFUSA Dashboard and review all of the "Do" components for Designation.

Click every link and review every line. Make sure you have all of this information!

You can even print the Dashboard and mark off those items you've reviewed and/or completed.

### DO

#### 1. IMPORTANT- USER CHANGE INFORMATION:

- a. User Change Form, signed by the Nurse Manager (or higher level), must pertain to the Primary, Secondary or Alternate Users.
  - i. Typical changes include: deleting a User, adding a User or changing facility merges into a system or changes its name).
  - ii. If BFUSA does not receive the signed User Change Form, new User information. To download a User Change Form, please [click here](#).
- b. If your facility has changes to other contacts such as Billing Contact, CE, editing the Facility Detail page. (See below for instructions on how to change)

2. **FACILITY CHANGES:** Please [click here](#) to download the Facility Changes Form that require the submission of this form. Also complete the **Affiliated Prenatal** whether the facility's changes have impacted your status regarding prenatal services.

3. **FAIR MARKET PRICE TOOL KIT:** Complete the **Fair Market Price Code Comparison Market Price Tool Kit Guide (DEV4)**. The following documents should also be completed:
- a. **Rationale for Fair Market Price of Infant Feeding Supplies (DEV4A)**
  - b. **Fair Market Price On-Site Assessment Preparation Grid (DEV4C)**

4. **INFANT FEEDING POLICY:** Prior to submitting for review, evaluate your maternal and infant feeding policy using the **Policy Check-Off Tool (DEV5A)** and ensure that your policy has been revised to be in the Development Phase. If further revisions are needed, refer to the **Policy Development** sample policy language.

5. **TEN STEPS POSTER:** The **Ten Steps Poster Guide (DEV5C)** provides instructions on how to create the poster. The poster includes the required poster language.

6. **AUDIT PRACTICES:** Begin by reviewing the **Audit Tool Instructions (DISS8A)**
- a. **Audit Tool for Step 1 (DISS1)** – This tool also requires use of the **Policy Development**
  - b. **Audit Tool for Step 2 (DISS2)**
  - c. **Audit Tool for Step 3 (DISS3)**

# PRIOR TO THE ON-SITE ASSESSMENT

## (GETTING STARTED – MAKE A CHECKLIST!)

Once you've gone through your Dashboard, use the On-site Assessment Checklist to make an outline of your requirements (on the Dashboard, #12 under "DO").

This document will keep all of your information organized and in one place. It will also assist you with the creation of your binder.

You may simply "copy and paste" this checklist into your own Word document for ease of adding notes (see next slide).

### On-site Assessment Checklist

The items below will be evaluated for meeting the **Baby-Friendly Guidelines and Evaluation Criteria**. Please review carefully so you understand the components that must be available for review during the on-site assessment. Additionally, to help prepare for a successful assessment, make sure to address all of the issues discussed during your Readiness Assessment Interview; check that all policies and Fair Market Price documentation are corrected and revised; and ensure that all required documentation is complete and up-to-date.

#### Policies

- Maternity care and infant feeding policies with practices that support the most current edition of the *Baby-Friendly Guidelines and Evaluation Criteria* and address each of the elements included in the *Policy Check-off Tool* (DEV5A\*)
- Tangential policies (e.g. feeding of late preterm infants, jaundice, hypoglycemia)

#### Education Curricula and Supporting Documentation

- Staff training curriculum and competencies, including how competencies were met using:
  - *The Staff Training Documentation Tool* (DEV8A\*) or a similar training summary/roster spreadsheet
  - Other supporting documents including sign-in sheets, certificates of completion, and reports from training companies (DEV8E\*)
- Prenatal education—affiliated prenatal clinic(s) or services:
  - A written description/outline of the content of the prenatal breastfeeding education
  - An explanation of how content is delivered
- Prenatal education—NO affiliated prenatal clinic(s) or services:
  - A written description of in-house and/or community-based programs and projects the facility has fostered, including content of the prenatal breastfeeding education and coordinated messages

# PRIOR TO THE ON-SITE ASSESSMENT

## (GETTING YOUR BINDER READY)

As you can see here, I prepared an outline based on the “On-site Assessment Checklist.”

The outline topics are the same.

As we moved through preparation, I added notes from the BFUSA Dashboard, our mock visit, the RAI, monthly CHAMPS calls, and tips from BFHI support groups online.

You may even use color-coded notes to guide you.

### MAIN BINDER CONTENTS FOR ON-SITE VISIT

#### **POLICY**

- MLH Infant Feeding Policy – **AMENDED?**
- Policy Check-Off Tool (**DEV5A\***)
- Audit Tool for Step 1
- Policy Review
- Staff Review of Policy (Excel spreadsheet): Copies of acknowledgement available in Education Files
- Tangential Policies
  - Breastfeeding Promotion in the Perinatal Care Setting
  - Glucose Screening in the Newborn
  - Skin to skin: Promoting in the Perinatal Setting
  - Safe Sleep Practices – **AMENDED?**

#### **EDUCATION CURRICULA AND SUPPORTING DOCUMENTATION**

##### **STAFF TRAINING**

- Nursing Staff Training
  - Nursing Staff Roster
  - Documentation of dates for all RN training (Excel spreadsheet)
  - Staff Training Documentation Tool (**DEV8A\***) – my spreadsheet may be used
  - Staff Training Requirements Checklist (**DEV8D**)
  - Topics for LER (15 hrs)
    - Copies of certificates available in Education files (**DEV8E**)
  - CHAMPS Clinical Competency Checklist (4 hrs)
    - Copies of certificates available in Education files
  - Topics for Skills Fair (1 hr)
    - Copies of certificates available in Education files
- Physician Staff Training
  - Physician Staff Roster
  - Documentation of dates for all MD training (Excel spreadsheet)



# PRIOR TO THE ON-SITE ASSESSMENT

## (BACK TO THE BINDER)

Using a standard Avery tab system and the recommendations for sections by CHAMPS and BFUSA, I began piecing the main binder together.

Each section had a header page that explained that section's contents. This was also a recommendation by the CHAMPS team and made it much easier for the assessors to locate information.



# PRIOR TO THE ON-SITE ASSESSMENT

(GIVE THEM PLENTY OF INFORMATION!)

This is an example of how each of the header pages looked.

As you can see, we included information that we wanted the assessors to know.



The screenshot shows a document header page. At the top left, the title 'PURCHASE OF INFANT FEEDING PRODUCTS' is written in large, bold, grey capital letters. To the right of the title is the 'Baby-Friendly USA' logo, which consists of a purple square containing a white silhouette of a baby's head and shoulders, with the text 'Baby-Friendly USA' in blue to its right. Below the title and logo, a paragraph states: 'We determined the Fair Market Value based on guidelines provided by CHAMPS and Baby Friendly USA.' Underneath this paragraph is a section titled 'CONTENTS:' in bold, underlined black text. This section contains a bulleted list of three items: 'Fair Market Price On-Site Assessment Preparation Grid', 'Contract between the hospital and the formula company', and 'Fair Market Price Code Compliance Verification Form'. Below the 'CONTENTS:' section is another section titled 'INVOICES AND PROOF OF PAYMENT FOR FORMULA AND SUPPLIES' in bold, underlined black text. This section begins with the sub-heading 'NeuroPro Ready-to-Use 20 cal/oz (2oz)' in bold, underlined black text. Below this sub-heading is a bulleted list of six items, each representing an invoice date and its status: '10/10/19 invoice; proof not yet available', '09/30/19 invoice; proof not yet available', '09/25/19 invoice; proof not yet available', '09/16/19 invoice; check (front and back)', '08/23/19 invoice; check (front and back)', and '08/19/19 invoice; check (front/bank did not provide back; check info)'. The background of the document page features a large, faint, pink circular graphic with radiating lines.

## PURCHASE OF INFANT FEEDING PRODUCTS



We determined the Fair Market Value based on guidelines provided by CHAMPS and Baby Friendly USA.

**CONTENTS:**

- Fair Market Price On-Site Assessment Preparation Grid
- Contract between the hospital and the formula company
- Fair Market Price Code Compliance Verification Form

**INVOICES AND PROOF OF PAYMENT FOR FORMULA AND SUPPLIES**

**NeuroPro Ready-to-Use 20 cal/oz (2oz)**

- 10/10/19 invoice; proof not yet available
- 09/30/19 invoice; proof not yet available
- 09/25/19 invoice; proof not yet available
- 09/16/19 invoice; check (front and back)
- 08/23/19 invoice; check (front and back)
- 08/19/19 invoice; check (front/bank did not provide back; check info)

COPYRIGHTED



# **PRIOR** TO THE ON-SITE ASSESSMENT

(GIVE THEM PLENTY OF INFORMATION!)

## **PLANS FOR IMPROVEMENT**

At this time, we are focused on building our staff members' education and knowledge so that they can provide information that is aligned with Baby Friendly and supports the evidence-based practice that guides it.

The IBCLC and the members of the Baby Friendly Task Force are actively working together to collect postpartum audits and other information related to the improvement of bedside care at MOBH.

Our Professional Shared Governance Committee has recently discussed initiating a process to ensure follow-up pediatrician appointments are made prior to discharge from the hospital.

For any section that we were still working on, notes were added to the bottom of the header page as "Plans For Improvement."

Let Baby Friendly know that your hard work is an ongoing thing, and that you are still building on it and working to improve it!

COPYRIGHTED

# PRIOR TO THE ON-SITE ASSESSMENT

(IF YOUR BINDER GETS TOO BULKY...)

You may notice that some of your sections will be too bulky to move through the binder easily.

For us, it was the Staff Training section. In the binder, we kept a header page, the Staff Training Requirements spreadsheet, and some required BFUSA documents, but we used a file box to store all of our staff members' completion certificates.

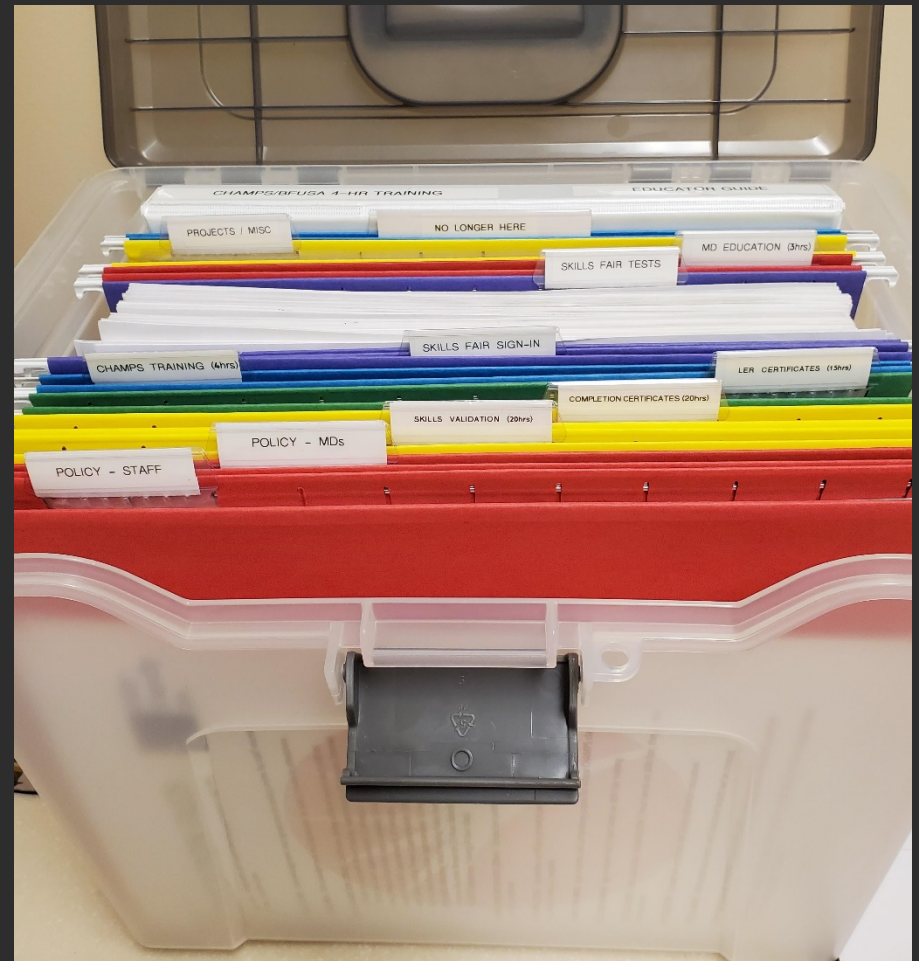


# PRIOR TO THE ON-SITE ASSESSMENT

(THE "EDUCATION BOX")

This idea was discovered in a Facebook post (BFHI Support Group).

Another hospital mentioned using a file box for the bulk of their staff training paperwork, and it made great sense!



# PRIOR TO THE ON-SITE ASSESSMENT

## (MAKING IT EASY ON THE ASSESSORS)

### EDUCATION FILES

*Please note: Certificates are separated by paperclip for L&D RNs, SCN RNs, and physicians.*



**POLICY-STAFF:** Acknowledgement and signatures for policy review by staff members

**POLICY-MDs:** Acknowledgement and signatures for policy review by physicians

**SKILLS VALIDATION (20hrs):** Certificates dating achievement of each skill set

- 10 Steps to Successful Breastfeeding – approximately 5 minutes (review)
- Position and Latch (approximately 15 minutes)
- Hand / Manual Expression (approximately 10 minutes)
- Breast Pump Skills (approximately 10 minutes)
- Alternative Feeding Devices (approximately 10 minutes)
- Safe Formula Preparation (approximately 10 minutes)
- Methodist LeBonheur Infant Feeding Policy Review
- Lactation Education Resources (15-hour didactic online education)
- CHAMPS Competency Training (4-hour class)

**COMPLETION CERTIFICATES (20hrs):** Completion certificates given to associates once 20 hours have been completed

Inside the file box, there was an index or Table of Contents that explained each section.

# PRIOR TO THE ON-SITE ASSESSMENT

## (MAKING IT EASY ON THE ASSESSORS)



I also made sure that the certificates in each section were kept in the same order as the Excel spreadsheet we used to show completion percentages. This allowed assessors to quickly find the certificates they needed.

### BABY FRIENDLY NURSING STAFF TRAINING ROSTER

	POLICY REVIEW	LER (15hrs/didactic)	CHAMPS (4hrs/clinical)	SKILLS FAIR 1hr/hands-on)
<b>PERCENT COMPLETE</b>	<b>100%</b>	<b>100%</b>	<b>98%</b>	<b>98%</b>
<b>MANAGEMENT</b>				
	11/25/2018	3/19/2019	8/8/2018	10/28/2019
	11/25/2018	4/14/2017	6/22/2017	10/28/2019
<b>LABOR &amp; DELIVERY RNs</b>				
	2/4/2019	4/11/2017	5/21/2019	5/21/2019
	2/3/2019	5/17/2017	8/8/2018	4/30/2019
	2/1/2019	5/17/2017 & 9/20/2017 (BMH)	7/7/2016 & 6/12/2017	6/12/2017 (BMH) & 4/24/19

COPYRIGHTED

# PRIOR TO THE ON-SITE ASSESSMENT

## (THE ASSESSOR BINDER)

Another recommendation was to have binders ready for each of the assessors.

These were a courtesy and provided required documents (like the FMV grid) and other helpful information such as local restaurants and stores.

### ASSESSOR BINDER TABLE OF CONTENTS



- Agenda – November 4<sup>th</sup>
- Agenda – November 5<sup>th</sup>
- Methodist Olive Branch Hospital Labor and Delivery Unit information
- Staff Roster – November 4<sup>th</sup> (AM & PM)
- Staff Roster – November 5<sup>th</sup> (AM)
- Labor and Delivery Census – November 4<sup>th</sup>
- Labor and Delivery Census – November 5<sup>th</sup>
- Postpartum Patient Phone Numbers
- Fair Market Value On-Site Assessment Preparation Grid
- Prenatal Office Information
- Prenatal Patient Phone Numbers
- Local Information (restaurants and stores)



# PRIOR TO THE ON-SITE ASSESSMENT

(MAKING SURE YOU'RE READY!)

Once your paperwork is in order, make sure all of the humans are well-organized, as well!

Spend some time reviewing expectations with your Baby Friendly Task Force and the staff members who will be present on the day of the on-site assessment.

Make it fun! Quiz one another or provide a written “cheat sheet” for staff to review.

We had laminated quiz sheets at the nursing stations as well as Badge Buddies. I even had “toilet time” flyers hung in the restroom so that staff members could read up on Baby Friendly education topics.

**GET CREATIVE!**

COPYRIGHTED

## BFUSA STAFF REVIEW

### Why is it important for all moms to get info about BF?

- To allow a fully informed choice

### Why is it important to teach BF management?

- To prepare them for breastfeeding

### Why is skin to skin important?

- regulates mom/baby temp/HR, regulates baby glucose, helps start BF, helps bonding, calms

### When should skin to skin be initiated after delivery?

- Within 5 minutes for ~~vag~~: when mom is alert for C/S

### How long should skin to skin last?

- Until baby breastfeeds -or- 1 hour for formula fed

### Why is correct positioning important for BF?

- helps milk transfer, helps milk supply, reduces risk of nipple soreness

### Why should we teach ALL BF moms hand expression?

- removes colostrum better, helps baby attach, relieves engorgement, treats a blocked duct, available to everyone, may be better than electric pump

### Why should NICU moms pump ASAP after delivery?

- To provide colostrum to baby & stimulate supply

### How often should NICU moms express their milk?

- At least 8 times in 24 hours

### Why is it important to avoid supplementing BF baby?

- decreased breastfeeding leads to reduced milk supply, mother can lose confidence in BF, allergic sensitization of baby

### Why is rooming in important for BF?

- mother learns BF cues, mother learns how to handle and comfort baby, supports on-demand feeding, baby learns to recognize mom

# PRIOR TO THE ON-SITE ASSESSMENT

(BE FAMILIAR WITH YOUR AGENDA)

9:00am – 10:00 am	Administration Offices	Physician Interviews	Baby Friendly USA Assessor RN & Baby Friendly Task Force Member (Pamela Young)
10:00 am – 12:30 pm	Labor and Delivery; Administration Offices	Postpartum Patient Interviews, Nursing Staff Interviews (day shift), Facility Observations, Ten Steps/CODE	Baby Friendly USA Assessors (both) RN & Baby Friendly Task Force Members (Tiffany Everett and Nicole Jeans)
12:30 pm – 1:00 pm LUNCH BREAK			
1:00 pm – 1:30 pm	Administration Offices	Paperwork Review (Policies, Curriculum, Staff Training, Education Materials)	Baby Friendly USA Assessors (both) RN & Baby Friendly Task Force Member (Nicole Jeans)

Just before the visit (and on the morning of) make sure you discuss the agenda with all staff members (including those coming in for the Round Table Meeting). Be very clear and assign roles to your Task Force members.

Ensure you have plenty of staff to meet the interview requirements. Consider having your work day supported by additional staff, if needed.

COPYRIGHTED



# THE DAY OF THE ON-SITE ASSESSMENT

(ENJOY ALL OF YOUR HARD WORK!)

Now that you have everything neatly organized and ready,  
you can RELAX on the day of the assessment!

Pay close attention to the CHAMPS Monthly calls where other hospitals speak about their experience. Ask other facilities what worked or didn't work for them. Explore your social media options for support, as well.

Be organized in both time and materials. Plan ahead. It helps to remember that Baby Friendly *wants* us to be successful! Approach the visit with excitement versus anxiety. 😊

In short, keep these things in mind:

- Keep your information easily accessible
- Have everyone you need AVAILABLE for the visit (Hospital Administration, Purchasing, physicians, community representatives, etc.)
- Make sure your Task Force members have clearly defined roles for the day
- BE FLEXIBLE because some things may change!!

COPYRIGHTED

# GOALS GOING FORWARD

(WHERE DO WE GO FROM HERE?)

We are motivated and will continue to build on this culture change!

We will continue working with our community partners to improve awareness and local support for breastfeeding families, as well.

We are **proud** to be a Baby Friendly hospital, and we will stay committed to the path we've paved along this journey!



COPYRIGHTED



METHODIST OLIVE BRANCH WISHES YOU  
THE **BEST OF LUCK** WITH YOUR ON-SITE  
ASSESSMENT!



# Jennifer Caldwell, MSN, RNC-OB Director of Nursing

NMMC – Women’s Hospital

Tupelo, MS



**NORTH MISSISSIPPI  
MEDICAL CENTER**

# NMMC – Women’s Hospital

---

- Located in Tupelo, Mississippi
- NMMC is a 640 bed regional referral center
- Women’s Hospital is a freestanding facility which opened in 1986
  - 15 LDR unit
  - 8 bed OB Emergency Department
  - 36 bed Mother Baby unit offering couplet care
  - 34 bed NICU – Level 3
  - OB/GYN Surgical Services



# NMMC – Women’s Hospital

---

- ~2250 deliveries annually
- 9 Private Obstetricians
- 4 OB Hospitalists
- 1 MFM
- No affiliated Prenatal Care Services
- 190 RN staff for L/D, MB, NICU, & Resource Pool
- 3 Lactation Consultants
  - 1 is primarily dedicated to NICU



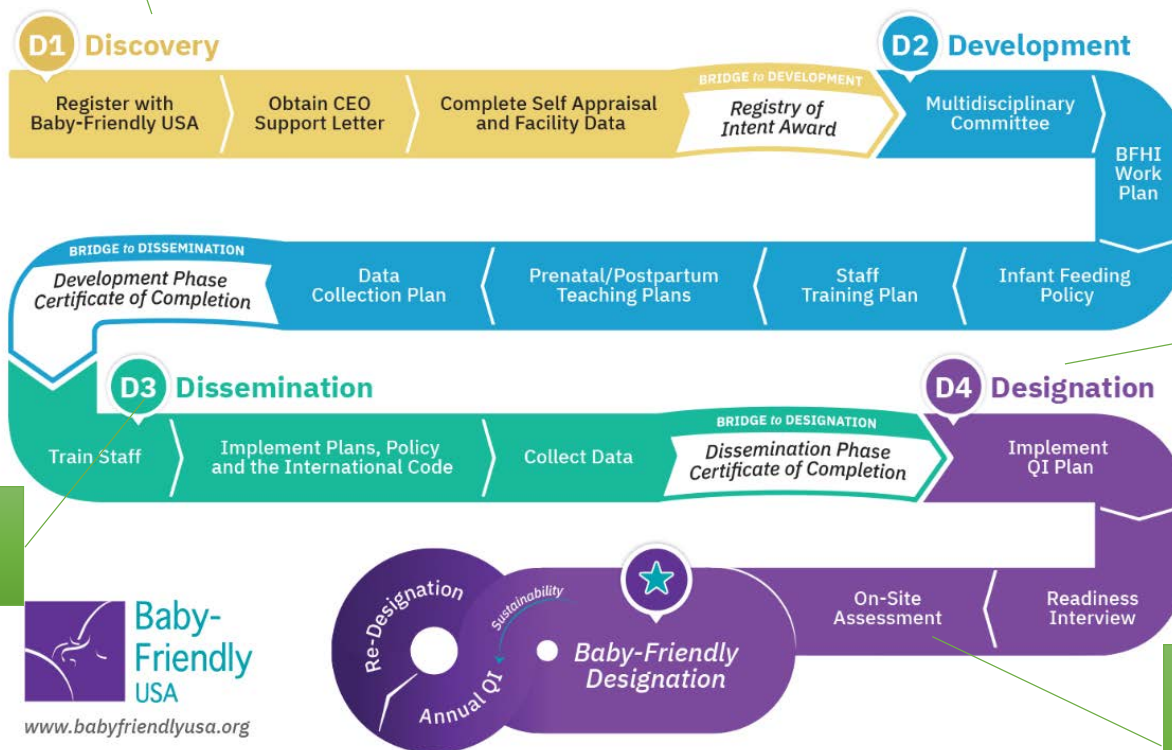
# NMMC's Journey to Baby Friendly

NMMC-Tupelo began the Baby Friendly Journey in October 2015

The **4-D Pathway** to Baby-Friendly Designation



Entered D2 in April 2016



Entered D3 in June 2018

Entered D4 in May 2019

January 8<sup>th</sup> & 9<sup>th</sup>, 2020





# NMMC – Women’s Hospital

---

- 2010: Skin to Skin/Golden Hour for Vaginal Deliveries
- 2015: Implemented Mother/Baby Couplet Care
- 2015: Began Baby Friendly Journey entering D1
- 2016: Entered D2
- 2018: Entered D3/ Change in Leadership
- 2019: Entered D4
- 2020: Awaiting Designation!





# Preparing for the OnSite Assessment

---

- CHAMPS RAI Workshop/Designation Workshop
- Baby Friendly RAI
- CHAMPS Mock Assessment

## NMMC Timeline

CHAMPS RAI Workshop: September 20, 2019

Baby Friendly RAI: October 10, 2019

CHAMPS Mock Assessment: November 1, 2019

BFHI Onsite Assessment: January 8 & 9, 2020

# Preparing for the OnSite Assessment

---



# Preparing for the OnSite Assessment

---

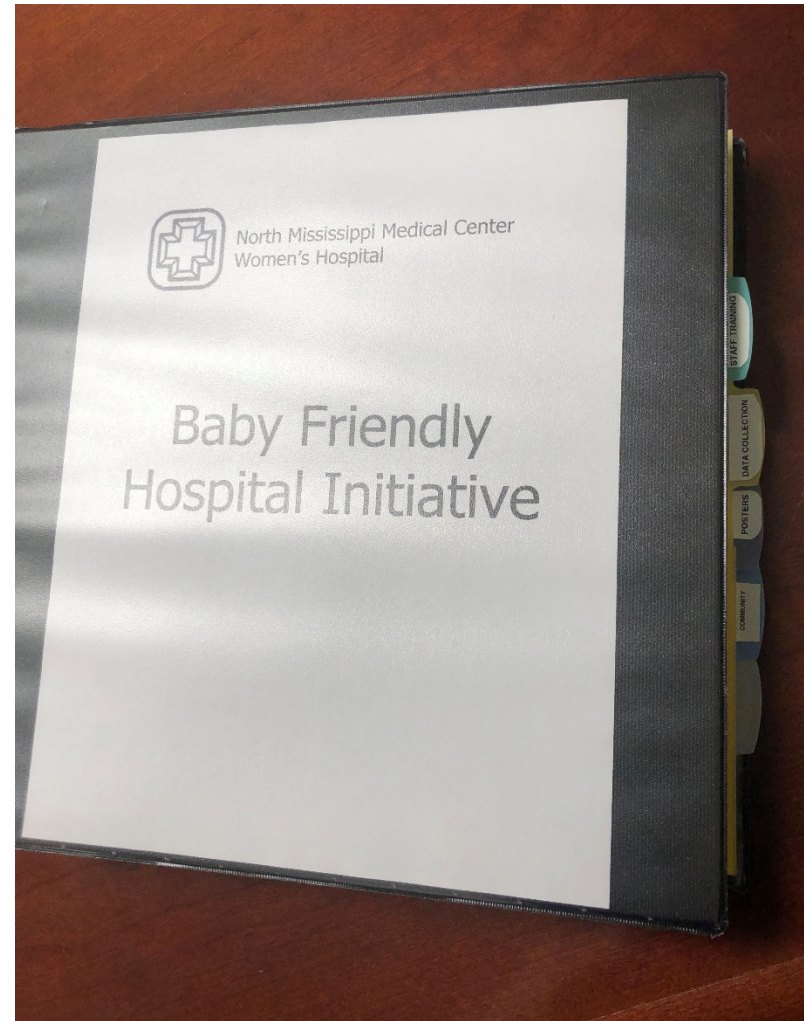
## GET ORGANIZED

- Binders
  - Baby Friendly Binder
  - Task Force Leader Binder
  - Assessor Binders
- Staff Training Manuals
- Patient Education
- Fair Market Pricing

# Preparing for the OnSite Assessment

---

- Baby Friendly Binder



# Preparing for the OnSite Assessment

---

- Baby Friendly Binder
  - Policy
  - Staff Training
  - Data Collection/Audit Tools
  - Poster Information
  - Community

# Staff Training Log

## RN Breastfeeding Education and Competency Log

Employee	Breastfeeding Mngt Class Dates	Verification Source	Clinical Training	Verification Source	Clinical Skills Checklist	Additional Training/CBTs				
						LAR '18	Golden Hour	Show/ Tell	Talking Points	LAR '19
<b>Labor and Delivery</b>										
	3/30&6/17/2011	Class Mngr	8/22/2016	Healthstream	2/7/2017	05/11/18	02/10/19	01/04/19	02/06/19	12/04/19
	08/24&25/2016	Healthstream	08/29/16	Healthstream	02/18/17	06/13/18	03/16/18			12/22/19
	08/22-23/2018	Healthstream	8/24/2018	Healthstream	8/28/2019		03/25/19	12/29/18	02/10/19	12/13/19
	08/22-23/2018	Healthstream	8/24/2019	Healthstream	5/23/2019		03/23/19	01/01/19	02/02/19	12/11/19
	08/22-23/18	Healthstream	8/24/2018	Healthstream	2/25/2019		09/25/19	12/30/18	01/24/19	01/01/20
	1/27-28/2016	Healthstream	6/27/2016	Healthstream	9/20/2016	06/20/18	09/24/19	11/29/18	02/09/19	01/06/20
	8/24-25/2016	Healthstream	7/25/2016	Healthstream	12/28/2016	05/04/18	04/28/19	01/19/19	02/17/19	12/08/19
	10/19/2010	Class Mngr	6/27/2016	Healthstream	2/3/2017	05/11/18	02/10/19	07/07/19	07/04/19	12/18/19
	8/24-25/2016	Healthstream	12/7/2016	Healthstream	2/17/2017	05/09/18	08/16/19	03/31/19	05/25/19	01/04/20
	2/4-5/2015	Healthstream	12/11/2015	Healthstream	7/13/2017	06/13/18	07/09/19	12/30/18	01/18/19	12/13/19

# Preparing for the OnSite Assessment

---

- Task Force Leader  
Binder





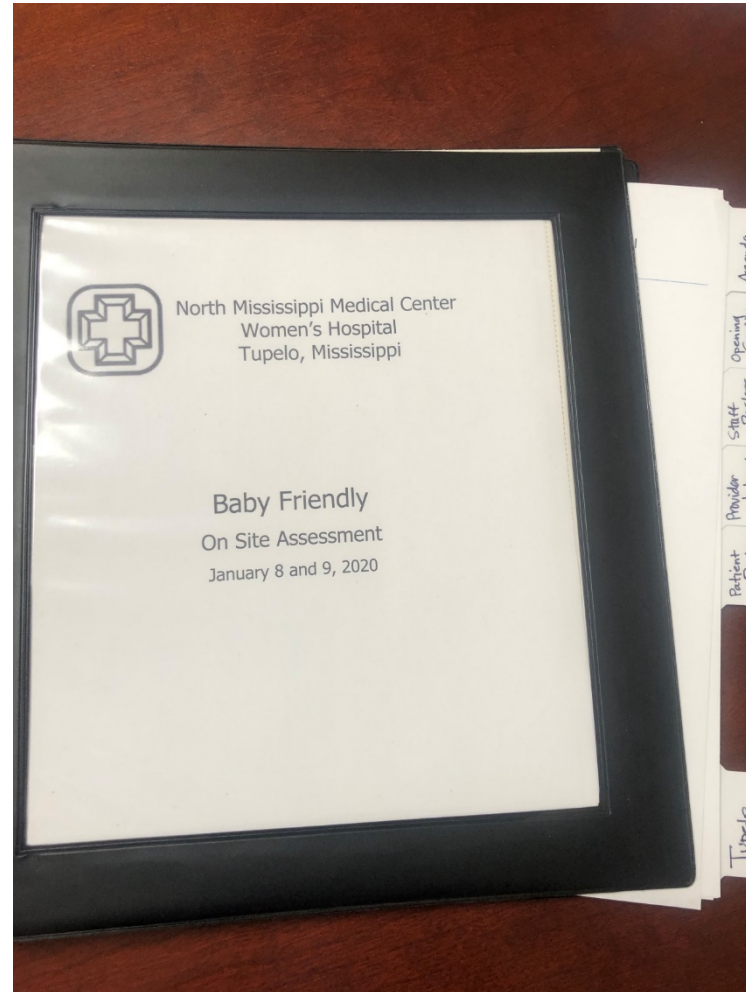
# Preparing for the OnSite Assessment

---

- Task Force Leader Binder
  - Sample Assessment Schedule (Agenda) from BF Website
  - NMMC Info
  - Staff Training Grid
  - Staff Audit Scorecard
  - Patient Audit Scorecard
  - Chart Audit Scorecard
  - Policy
  - Fair Market Pricing

# Preparing for the OnSite Assessment

- Assessor Binder



# Preparing for the OnSite Assessment

---

- Assessor Binder (1 for each Assessor)
  - Contact Info
  - Expected Opening Session Attendees (Name/Title)
  - Staff Rosters
  - Provider Interview Schedule
  - Patient Rosters
  - Tupelo Area Information

# Assessor's Binder



North Mississippi Medical Center – Women's Hospital

## Expected Op

Name	Title
David Wilson	NM
Ellen Friloux	Vice
Jennifer Caldwell	Dire
Jennifer Bishop	Wor
Karen Bishop	Wor
Sabrina Ganaway	Wor
Mary Jo Beeman	Wor
Melissa Coker	Nur
Kaila Reich	Clin



North Mississippi Medical Center – Women's Hospital

Mother/Baby  
7 am – 7 pm

Labor & Delivery  
7 am – 7 pm

Mother/Baby  
7 pm – 7 pm



North Mississippi Medical Center – Women's Hospital



North Mississippi Medical Center – Women's Hospital



North Mississippi Medical Center – Women's Hospital

## NICU Mom Phone Call Roster

Mother's Name	Mother's MRN	Delivery Date	Delivery Type	Infant MRN	Infant Sex	NICU Room # (If mom D/c)	M/B Room # (If mom inpatient)

# “Week Before” Preparations

---

- Read RAI Feedback Letter
- Read BFHI Guidelines and Evaluation Criteria
- Read CHAMPS Mock Assessment Feedback
  
- Review RAI Sample Questions
  - Assign Questions to Task Force Members and Update Responses
- Review FMP grid & materials with Purchasing Agent
- Review staff training grid
- Make Patient Rosters (phone call list)
- Review Charting and Reinforce Nursing Staff Education
- Prepare Senior Leadership for Open Session

# “Day Before” Preparations

---

- Review On-Site Assessment Checklist from BFHI portal
- Confirm provider interview times
- Facility walk-through (Posters, Formula storage)
- Task Force huddle
- Gather all the binders
- Set up the classroom/conference room
- Set up staff interview rooms (chairs, manikins, breast models)\*
- Complete Patient Rosters
- Review current patient’s EMR
- Call discharged patients listed on the rosters
- Obtained permission from current patients

# Next Steps

---

- CELEBRATE **DESIGNATION!!!**
- STS in OR
- Transition to recovering C/S Patients in private LDR



# Questions?

Use the chat box on Webex to send in any questions you might have

Think of a question after the webinar?

Email the CHAMPS Team at [champs.breastfeed@gmail.com](mailto:champs.breastfeed@gmail.com)!

# Thank you for joining!

Tune in on March 18<sup>th</sup> for the next webinar in the series,  
*Experiences from the Other Side: Ongoing Improvement  
after Designation*

Presented by a panel of representatives from from Merit Health Woman's,  
UMMC, Merit Health River Oaks, & BMH-Golden Triangle  
Moderated by Jennifer Ustianov, CHAMPS Sustainability Director