

CHAMPS Wednesday Webinar, Fall 2020 Series: October 14th, 2020

Baby-Friendly USA and the Virtual World: Innovative Assessments and More

Presenters:

Trish MacEnroe, BS, Baby-Friendly USA Chief Executive Officer, Baby-Friendly Hospital Initiative Network of Industrialized Nations, Central and Eastern European Countries and Independent States, Chair

Tammy Titus, BSN, RN, IBCLC, Baby-Friendly USA Clinical Director

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

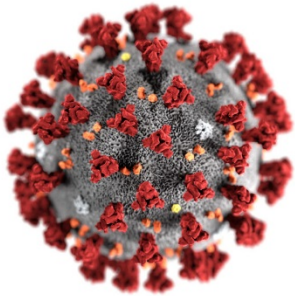
CHAMPS Updates

- 22 MS hospitals have been Baby-Friendly designated
 - 60% of births in MS are in Baby-Friendly Hospitals!
- Congrats to the most recently designated hospitals:
 - Ocean Springs
 - Gulfport Memorial
- CHAMPS has new funds from Kellogg through 2023!



Upcoming CHAMPS Wednesday Webinars

Webinars are held in collaboration with the Mississippi State Department of Health and the Bower Foundation



Oct. 28: CHAMPS COVID-19 Survey II Results and Next Steps in Mississippi!

Presenters: Anne Merewood, PhD, & Paige Beliveau, MA



Nov. 11: Frontline Workers: Nursing Experiences During the Pandemic and Beyond

Presenters: Amy Swales, BSN, RNC-OB, & Laura Burnham, MPH



If there are topics you would like covered, please email: CHAMPSbreastfeed@gmail.com

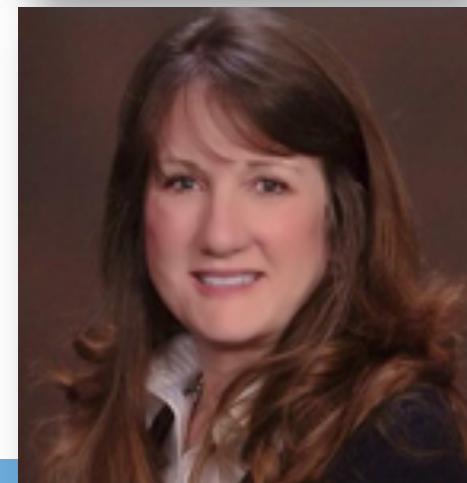
For slides and recordings of past webinars, visit: cheerequity.org/webinars.html

Baby-Friendly USA and the Virtual World: Innovative Assessments and More

Presented by

Trish MacEnroe, BS, Baby-Friendly USA
Chief Executive Officer, Baby-Friendly
Hospital Initiative Network of
Industrialized Nations, Central and
Eastern European Countries and
Independent States, Chair, with help
from

Tammy Titus, BSN, RN, IBCLC, Baby-
Friendly USA Clinical Director



Baby-Friendly USA

Hybrid Assessments



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Introduction



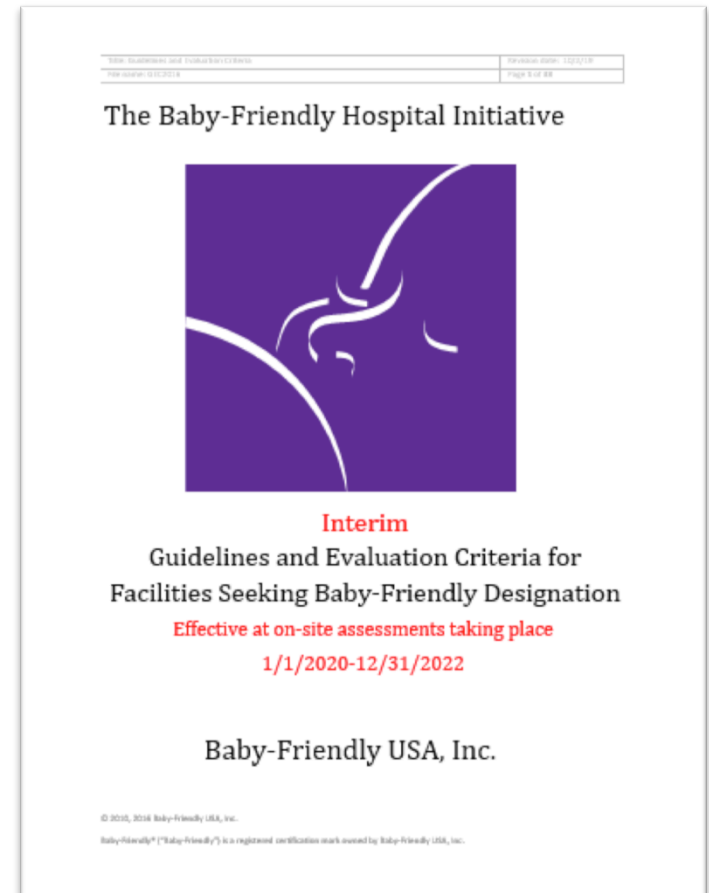
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Introduction

BFHI assessment evaluates facility compliance with the most current Guidelines and Evaluation Criteria.

BFUSA's assessment plans continue to evolve.



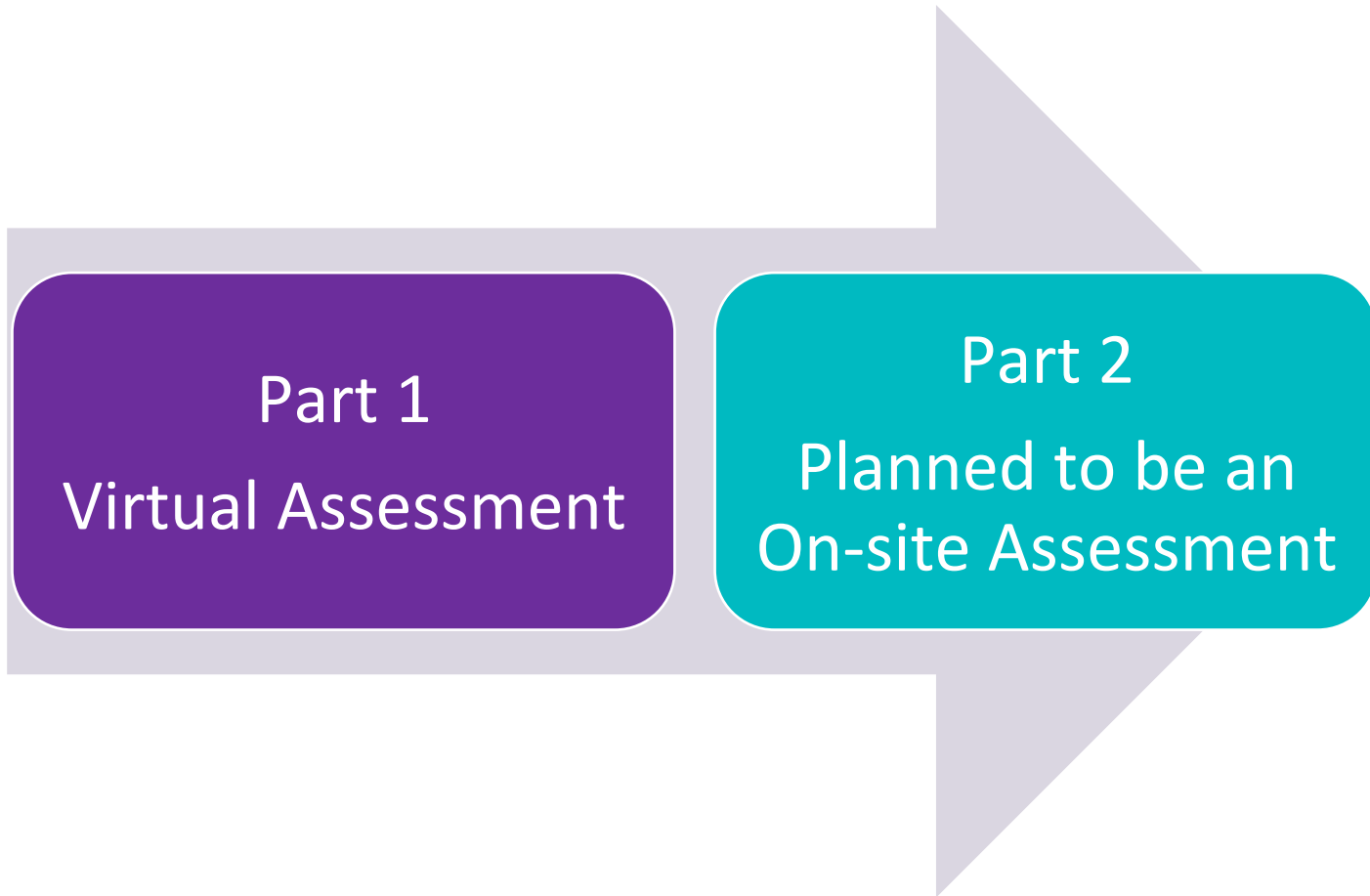
Hybrid Assessment Overview



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Hybrid Assessment Overview



Appoint a Team Leader

- Pre-assessment uploading of materials
- Working with IT to ensure internet and video conferencing capacity
- Organizing individual interviews
- Day of assessment troubleshooting



Hybrid Assessment – Part 1 (Virtual) Overview



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Hybrid Assessment Part 1 Overview

- Administrative Interview/Leadership Interview
- Purchasing Agent Interview
- Health Care Provider Interviews
- Nursing Staff Interviews
- Materials Review

Hybrid Assessment Part 1 Technologies

- IT Technologies
 - Microsoft OneDrive – for materials review
 - TEAMS – for all interviews

Hybrid Assessment Part 1 Planning Documents

Title: Hybrid Assessment - Part 1 Virtual Checklist	Revision date: 07/28/20
File name: DESIG7-EI-HybridAssmPFF1VirtCList	Page 1 of 5

Baby-Friendly USA

Upholding the highest standards of infant feeding care

Hybrid Assessment – Part 1 Virtual Checklist

This document is provided to facilities to assist in preparing for their Part 1 virtual component of the hybrid assessment.

The information below lists materials that will be evaluated for meeting the requirements specified in the [Baby-Friendly Guidelines and Evaluation Criteria](#). It also lists activities that will occur during the hybrid assessment – part 1. Please carefully review this document so you understand the materials that must be available.

Additionally, to help prepare for a successful assessment, make sure to address all the issues discussed during your Readiness Assessment Interview (RAI), as well as your Practice Update Call (PUC). Check that all Infant Feeding Policies and Fair Market Price documentation are corrected and revised, and ensure that all required documentation is complete and up to date.

Technology Guidance to Prepare for Virtual Assessment

To conduct the virtual portion of the assessment, BFUSA will be using the following platforms:

- Microsoft One Drive for document upload for the BFUSA materials review.
- Microsoft Teams Video Conferencing for all face to face interviews

Microsoft One Drive for Material Review

The Hybrid Virtual Assessment Part 1 Request Letter will supply BFUSA with the contact information for key facility staff connected to the Virtual Assessment. From the letter, BFUSA will send the identified Team Leader and Purchasing Agent a request for files to be uploaded to each of the folders listed below via the virtualassessment@babyfriendlyusa.org email. Please do not send Protected Health Information (PHI) or Personal Identifiable Information (PII) with your required submissions.

Subfolders of the Materials Review folder:

- Infant Feeding Policy
- Patient Education
- Staff Training
- Fair Market Price – Infant Feeding Products

For commercially produced patient and staff education materials consider contacting your vendor to see if they have an online or PDF version that could be provided to us solely for the purposes of this assessment.

Title: Sample Virtual Assessment Schedule	Revision date: 7/30/20
File name: DESIG7-EI-SampleHybridVirtAssmSchedP1	Page 1 of 2

Baby-Friendly USA

Upholding the highest standards of infant feeding care

Sample Hybrid Assessment-Part 1 Virtual Schedule

This tool provides a general idea of the activities occurring during the Hybrid Assessment-Part 1. Please note that flexibility may be required. Facilities may need to adjust to the schedule to meet its needs. For example, if the purchasing agent, nursing staff, or health care providers are only available during specific time slots, the interviews should be scheduled accordingly. Review any schedule adjustments with the Assessor following the Administrative Interview.

Refer to the document titled DESIG7-1E Hybrid Virtual Assessment Checklist Part 1 located on the BFUSA website portal, for an explanation of items that will be reviewed and interviews to be conducted during the assessment.

Part 1 - Virtual Assessment	
DAY ONE	
8:00 am – 8:15 am	Log-on to the Teams link, Introductions and Greeting, IT Troubleshooting
8:15 am – 9:00 am	Entrance Conference/Administrative Interview
9:00 am – 9:15 am	Review of the schedule
9:15 am – 9:30 am	Announce randomly selected staff for interviews
9:30 am – 9:30 am	Assessor to individually invite Microsoft Teams calendar invites as needed
9:30 am – 10:45 am	Purchasing agent interview
10:45 am – 11:00 am	Review of invoices and proofs of purchase of infant feeding products
10:45 am – 11:00 am	Break
11:00 am – 12:30 pm	*Nursing staff (day shift) and health care provider interviews
12:30 pm – 1:00 pm	Lunch break
1:00 pm – 3:15 pm	*Nursing staff (day shift) and health care provider interviews
3:15 pm – 3:30 pm	Break
3:30 pm – 5:00 pm	Materials review (policies, curriculum, staff training, educational materials, etc.)
*5:00 pm – 7:30 pm	<ul style="list-style-type: none"> • Nursing staff interviews (evening/night shift) • Remaining Materials review (policies, curriculum, staff training, educational materials, etc.)
*includes a 30 minute dinner break based on interview schedule	

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The Assessment Scheduling Process



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Submit Assessment Request Letters

Title: Readiness Assessment Feedback Letter - Emergency	Revision date: 07/20/20
File name:  .template	Page 21 of 26

**ON-SITE ASSESSMENT REQUEST LETTER TEMPLATE
TO BE PLACED ON YOUR FACILITY LETTERHEAD**

Re-Designation Designation

Date
Administrative Manager
Baby-Friendly USA, Inc.
125 Wolf Road, Suite 402
Albany, NY 12205
onsiteassessment@babyfriendlyusa.org

 BFUSA,

XXX facility is delighted to inform you that we have completed our work on the implementation of the US Baby-Friendly Guidelines and Evaluation Criteria. We are inviting Baby-Friendly USA, Inc. to come to our facility to conduct an on-site assessment. The scheduling arrangements should be made with our key contact person (Name, title). Please contact (name), (phone number and e-mail) to schedule the assessment.

I wish to assure you that we will fully cooperate with all aspects of the assessment, providing all of the necessary personnel, patients, records and materials requested by the assessors. We understand that in order to complete the assessment, it is necessary for the assessors to privately interview our patients and staff. We will work cooperatively to enable this to occur, including making available:

- Two private interview rooms, each with three chairs, a model breast and a doll
- Translators as needed, given languages spoken by mothers on the unit during the assessment visit (I understand that translators may not be members of the maternity staff. We will make available the same interpretation services that our facility typically uses for communicating with patients.)
- Access to patients on the maternity unit(s) (A member of our staff will introduce the assessor to the patient and then step out of the room.)
- Access to pregnant women who receive care at our prenatal service(s), if applicable
- A list of all nursing staff working with mothers and babies, to be randomly selected for interviews
- A list of healthcare providers (physicians, physician assistants, advanced practice nurses and midwives) to be randomly selected for interviews
- Access to all requested staff and my assurance that staff may be interviewed privately by Baby-Friendly assessors


Title: Readiness Assessment Feedback Letter - Emergency	Revision date: 07/20/20
File name:  .template	Page 24 of 26

**HYBRID ASSESSMENT - PART 1 REQUEST LETTER TEMPLATE
TO BE PLACED ON YOUR FACILITY LETTERHEAD**

Re-Designation Designation

Date
Administrative Manager
Baby-Friendly USA, Inc.
125 Wolf Road, Suite 402
Albany, NY 12205
virtualassessment@babyfriendlyusa.org

Dear BFUSA,

 (Facility Name) ("Facility") previously submitted a letter of invitation for an on-site assessment in connection with our facility's application for Baby-Friendly* **designation/re-designation**. We now acknowledge due to the COVID-19 pandemic and federal, state, and local policies geared towards stemming the spread of the disease, that a portion of the assessment must be performed virtually.

The virtual portion of the Baby-Friendly assessment will consist of:

- Administrative Interview/Leadership Interview
- Purchasing Agent Interview
- Health Care Provider Interviews (typically with 5 randomly selected providers)
- Nursing Staff Interviews (typically with 10 randomly selected nurses chosen from all shifts)
- Materials and key documents review

(NOTE: Specific preparation guidance for the virtual assessment is found in a document titled DESIG7-1E Hybrid Virtual Assessment Part 1 Checklist and is posted to the BFUSA portal)

We understand that the intention for the remaining portions of the Baby-Friendly assessment is to be conducted on-site once it is safe to travel and for the facility to have "visitors" on-site. However, we understand that due to uncertainties associated with the Covid-19 pandemic, additional revisions to the assessment process may be necessary.

We will cooperate with the Baby-Friendly virtual assessment and agree to the following to protect the integrity of the assessment process:

- We will provide a team leader who will facilitate scheduling of interviews, uploading of materials prior to and during assessment as needed, and our IT team will support our team, to include the

FMP Grid

Title: Fair Market Price On-Site Assessment Preparation Grid	Revision date: 07/07/20
File name: DEV4C-E-FMPOnSiteAssnPrepGrid	Page 1 of 7



Upholding the highest standards of infant feeding care

Fair Market Price On-Site Assessment Preparation Grid

Facility name	
Facility ID	
Date completed	

General Guidance:

1. Collaborate with the purchasing department to complete this Fair Market Price On-Site Assessment Preparation Grid (FMP Prep Grid) including ALL the infant feeding products your facility purchases. Refer to the Fair Market Price Tool Kit Guide (DEV4 or DEV4-E) for further guidance.
2. This FMP Prep Grid must be submitted to Baby-Friendly USA (BFUSA) at virtualassessment@babyfriendlyusa.org
3. BFUSA will randomly select a sample of products, by highlighting the selection and providing notification to the primary user, or the contact person (Team Leader) identified by the facility.
4. Upon notification of product selection, gather all invoices and proofs of payments needed for assessment.
5. You will be required to upload 3 invoices/proofs of payment for each of the products selected to the One Drive Fair Market Price – Infant Feeding Product subfolder that your facility will be given access to. This will be for the last 3 times the products were purchased. Collaborate with purchasing/accounting departments to organize and upload invoices and proofs of payment showing compliance with Fair Market Pricing. Facilities are required to present 3 invoices (1 from each of the 3 most recent months) and corresponding proofs of payment for the sample of highlighted infant feeding products selected by BFUSA on the [Fair Market Price On-Site Assessment Preparation Grid \(DEV4C-E\)](#). Refer to the Fair Market Price Tool Kit Guide (DEV4-E) for specific details regarding required documentation.
6. Brand specific subfolders have been set up inside the One Drive Fair Market Price – Infant Feeding product sub-folder. Use these to assist in organizing invoices and proofs of payment.

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Baby-Friendly® ("Baby-Friendly") is a registered certification mark owned by Baby-Friendly USA, Inc.

Materials Submission to OneDrive



Microsoft OneDrive

- Each facility will have its own folder with 4 subfolders in BFUSA's OneDrive account.
- The four subfolders are:
 - Fair Market Price – Infant Feeding Products
 - Infant Feeding Policy
 - Patient Education Materials
 - Staff Training Materials

Microsoft OneDrive

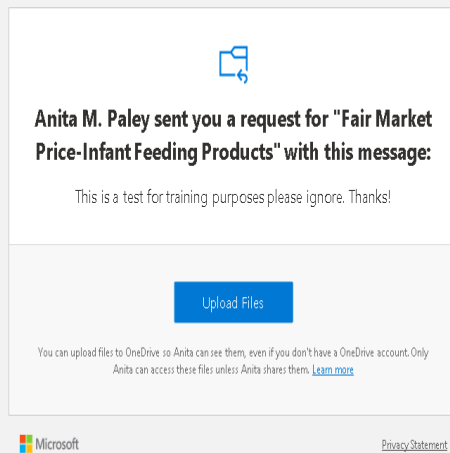
- Only the facility Team Leader may upload materials to all subfolders.
- The facility Purchasing Agent may also upload materials to the Fair Market Price – Infant Feeding Products subfolder.
- BFUSA will remove facility access to the folder upon completion of the assessment. Only materials submitted prior to the end of the assessment will be included in the review.

Facility View of Folder Upload Notifications

Anita M. Paley
To: Techie

are problems with how this message is displayed, click here to view it in a web browser.

Team Leader
will receive
this email with
the upload file
link and your
message



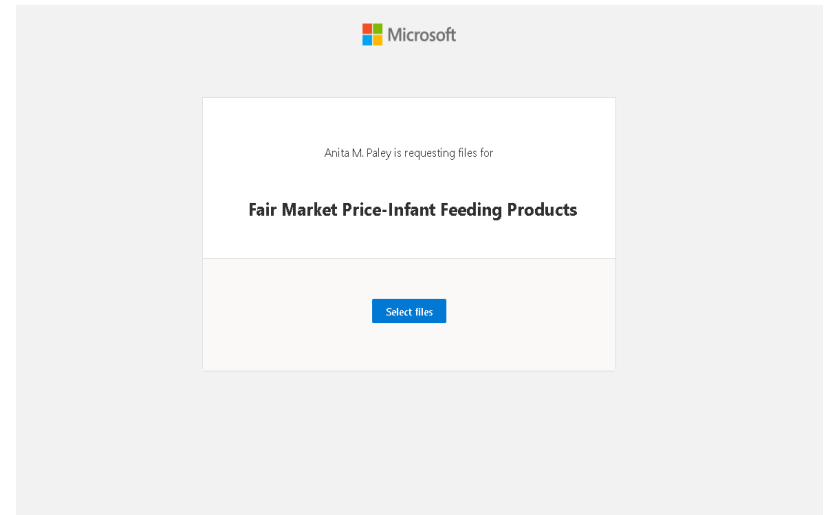
Anita M. Paley sent you a request for "Fair Market Price-Infant Feeding Products" with this message:

This is a test for training purposes please ignore. Thanks!

[Upload Files](#)

You can upload files to OneDrive so Anita can see them, even if you don't have a OneDrive account. Only Anita can access these files unless Anita shares them. [Learn more](#)

Microsoft [Privacy Statement](#)



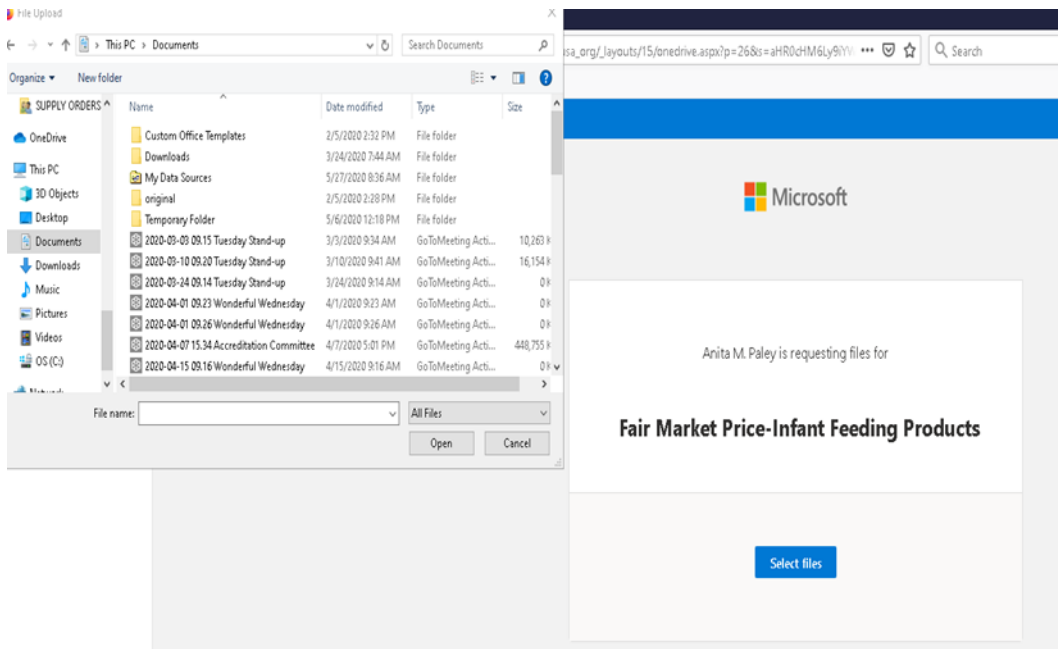
Microsoft

Anita M. Paley is requesting files for

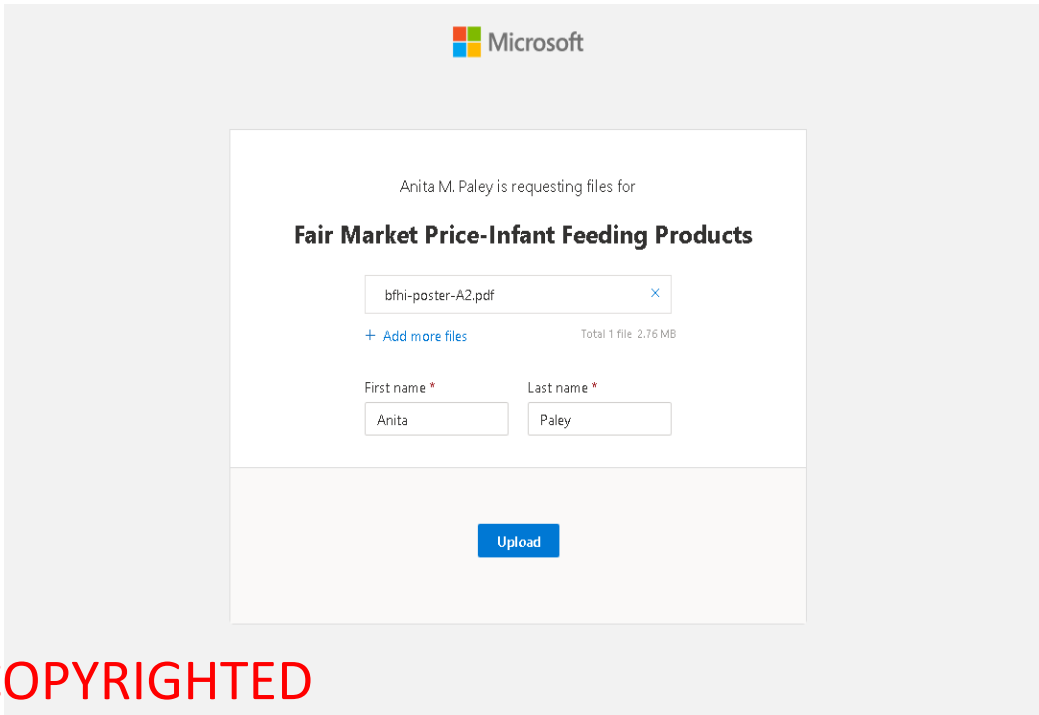
Fair Market Price-Infant Feeding Products

[Select Files](#)

When they click the upload file link they will be inside OneDrive and this is what they will see and nothing else. Once they select files...



Facility will be able to choose where they upload files from and upload as many times as they need too. They will need to type in their first and last name each time.





Hey **Appleville** your upload was successful!

We'll let **BFUSA** know that you uploaded files.

[Upload more](#)

Interviews



Microsoft Teams - Interviews

- Facilities are required to have computers with video conferencing capabilities
 - Camera
 - Microphone
- Internet connection
- Interviews may not be recorded
- No guests or members of the press maybe present

Interviews at facility

- Will receive a calendar invite from BFUSA
- The calendar invitation will have a link to the TEAMS interview

Calendar Invites for Interviews

The screenshot shows a Gmail inbox with a calendar invite for a 'BFUSA Administrative Interview'. The interface includes a left sidebar with navigation options like 'Compose', 'Inbox', 'Starred', 'Snoozed', 'Sent', 'Drafts', and 'Meet'. The main content area displays the email header, sender information (Trish MacEnroe), and the calendar invite details. The invite includes a date picker for August 12th, the event title, a link to view on Google Calendar, and response buttons (Yes, Maybe, No, More options). An agenda section on the right shows the event at 8am. At the bottom, there is a 'Join Microsoft Teams Meeting' link and an 'invite.ics' download button.

BFUSA Administrative Interview Inbox x

Trish MacEnroe
to me

7:30 AM (3 hours ago)

BFUSA Administrative Interview
[View on Google Calendar](#)

When Wed Aug 12, 2020 8am – 9:30am (EDT)
Where Microsoft Teams Meeting
Who Trish MacEnroe*

Yes Maybe No More options

Agenda
Wed Aug 12, 2020

No earlier events

8am BFUSA Administrative Interview

No later events

[Join Microsoft Teams Meeting](#)

[Learn more about Teams](#) | [Meeting options](#)

[invite.ics](#) [Download](#)

Administrative Interview

- The Administrative Interview typically occurs in group format with all parties in the same room. However, we acknowledge that social distancing requirements might mandate each person to participate from their individual offices.
- If this is the case, we will need the email addresses of each participant (collected on DESIG3-E1 Virtual Assessment Overview – Part 1 sent with the offer of assessment dates).

Set up – Individual Interviews

- For efficiency purposes and logistical simplicity, BFUSA prefers individual interviews be conducted in a single interview room equipped with
 - Computer with video conferencing capabilities
 - Internet
 - Doll
 - Model breast
- This would allow for one calendar invitation to be sent for the block of time allotted to staff interviews

Individual Interviews

- The individual being interviewed must be alone in the room while the interview is taking place

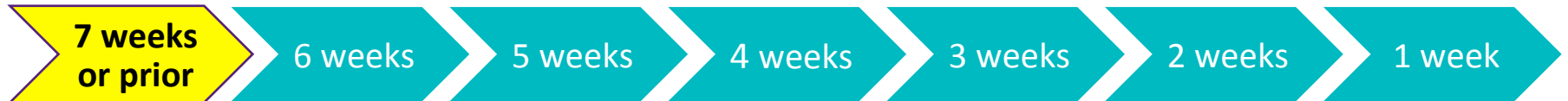
Virtual Assessment Timeline



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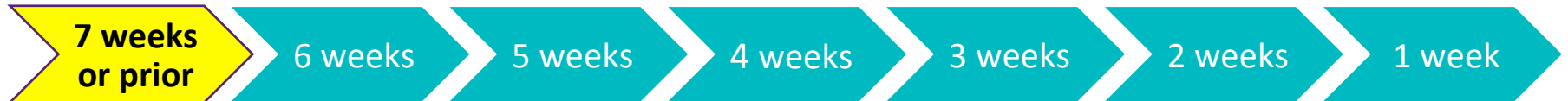
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Virtual Assessment Timeline



- **BFUSA acknowledges receipt of the facility Assessment Request Letter and sends Hybrid Assessment- Part 1 Virtual Checklist [DESIG7-E1]**
 - ❖ **Detailed directions to assist facilities in preparing for the virtual assessment**

Virtual Assessment Timeline



BFUSA sends an offer of dates to the facility and includes
DESIG3-E1 Virtual Assessment Overview Part 1 and
DESIG8-E1 Virtual Assessment Sample Schedule

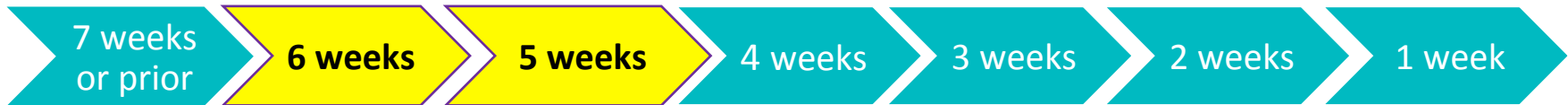
Follow up emails include

Dev 4C-E Fair Market Price (FMP) Preparation Grid

Dev4-E FMP Toolkit Guide

Requests to upload materials to 4 facility specific subfolders

Virtual Assessment Timeline

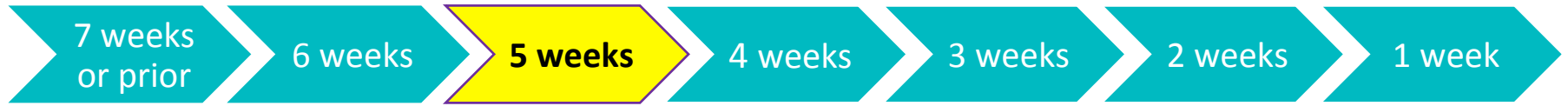


Tasks to be completed:

- ✓ Complete the Fair Market Price On-site Assessment Preparation Grid [DEV4C-E]
- ✓ Submit the completed form to virtualassessment@babyfriendlyusa.org

Column A ★	Column B ★	Column C ★	Column D ★	Column E ★	Column F ★	Column G (To be completed by assessment team)	Column H (To be completed by assessment team)
Infant feeding product	Brand	Size of item	Case size (number of items per case)	Facility Cost (per case)	Facility Cost (per item)	Invoices confirm compliance (yes or no)	Proofs of payments confirm compliance (yes or no)

Virtual Assessment Timeline



- ✓ From the Fair Market Price On-site Assessment Preparation Grid [DEV4C-E], BFUSA will randomly select a sample of products, by highlighting the selection and providing notification by email to the Team Leader and Purchasing Agent.
- ✓ Upon receipt, review the highlighted products.

Column A	Column B	Column C	Column D	Column E	Column F	Column G (To be completed by assessment team)	Column H (To be completed by assessment team)
Infant feeding product	Brand	Size of item	Case size (number of items per case)	Facility Cost (per case)	Facility Cost (per item)	Invoices confirm compliance (yes or no)	Proofs of payments confirm compliance (yes or no)
Nursers (formula, water, glucose water)							
Enfamil Formula Newborn	Mead Johnson	2 oz.	48	\$4.80	\$0.10		
Good Start Formula Gentle	Nestle	3 oz.	48	\$7.20	\$0.15		
Similac Total Comfort	Abbott Nutrition	2 oz.	48	\$4.32	\$0.09		

Virtual Assessment Timeline



Preparing documentation for the review of Fair Market Price :

- Review the following documents:
 - ❖ Fair Market Price Tool Kit Guide [DEV4-E] – General Guidance section
 - ❖ Fair Market Price On-Site Assessment Preparation Grid [DEV4C-E]
- For each highlighted product, you will need to provide 3 invoices/proofs of payment.

Virtual Assessment Timeline



Preparing documentation for the review of Fair Market Price :

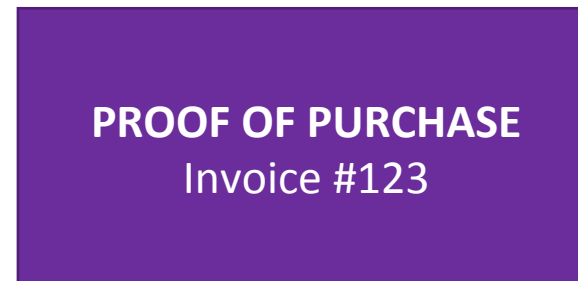
- **Acceptable proofs of purchase include:**
 - ❖ **Cancelled checks [copy of front and back]**
 - ❖ **ACH transaction receipts or screenshots**
 - ❖ **Bank statements**
 - ❖ **Retail receipts**

Virtual Assessment Timeline



Preparing documentation for the review of Fair Market Price :

- **Organize the invoices/proofs of payment logically.**
- **Upload all items to the appropriate Microsoft OneDrive subfolder.**



Virtual Assessment Timeline

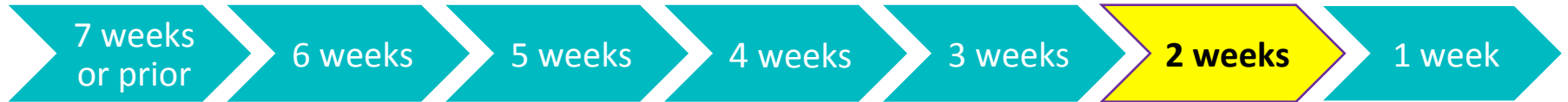


Policy and Materials Review:

- The Hybrid Assessment-Part 1 Virtual Checklist [DESIG7-E1] provides a detailed list of policies and educational materials that will be reviewed at the virtual assessment including:
 - ❖ Maternity care, infant feeding care, and tangential policies
 - ❖ Staff training curriculums
 - ❖ Patient education materials
- Upload all items to the appropriate Microsoft OneDrive subfolder.



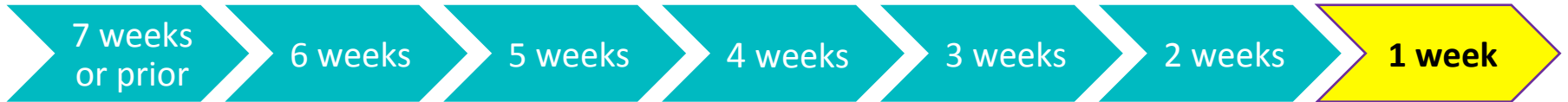
Virtual Assessment Timeline



Preparation for staff interviews and organization of staff training documentation:

- **Organize a roster maternity nursing staff and health care providers scheduled to work both days of the assessment in accordance with the Hybrid-Virtual Assessment Checklist (DESIG7-E1) directions.**

Virtual Assessment Timeline



Preparation for staff interviews and organization of staff training documentation:

- **1 week prior:** The roster of maternity nursing staff and health care providers scheduled to work both days of the assessment must be uploaded to the Staff Training folder.
- **Maternity nurses scheduled to work and providers that are available during the assessment dates will be randomly selected from the provided roster.**
- **The selected staff will be announced during the Administrative Interview.**



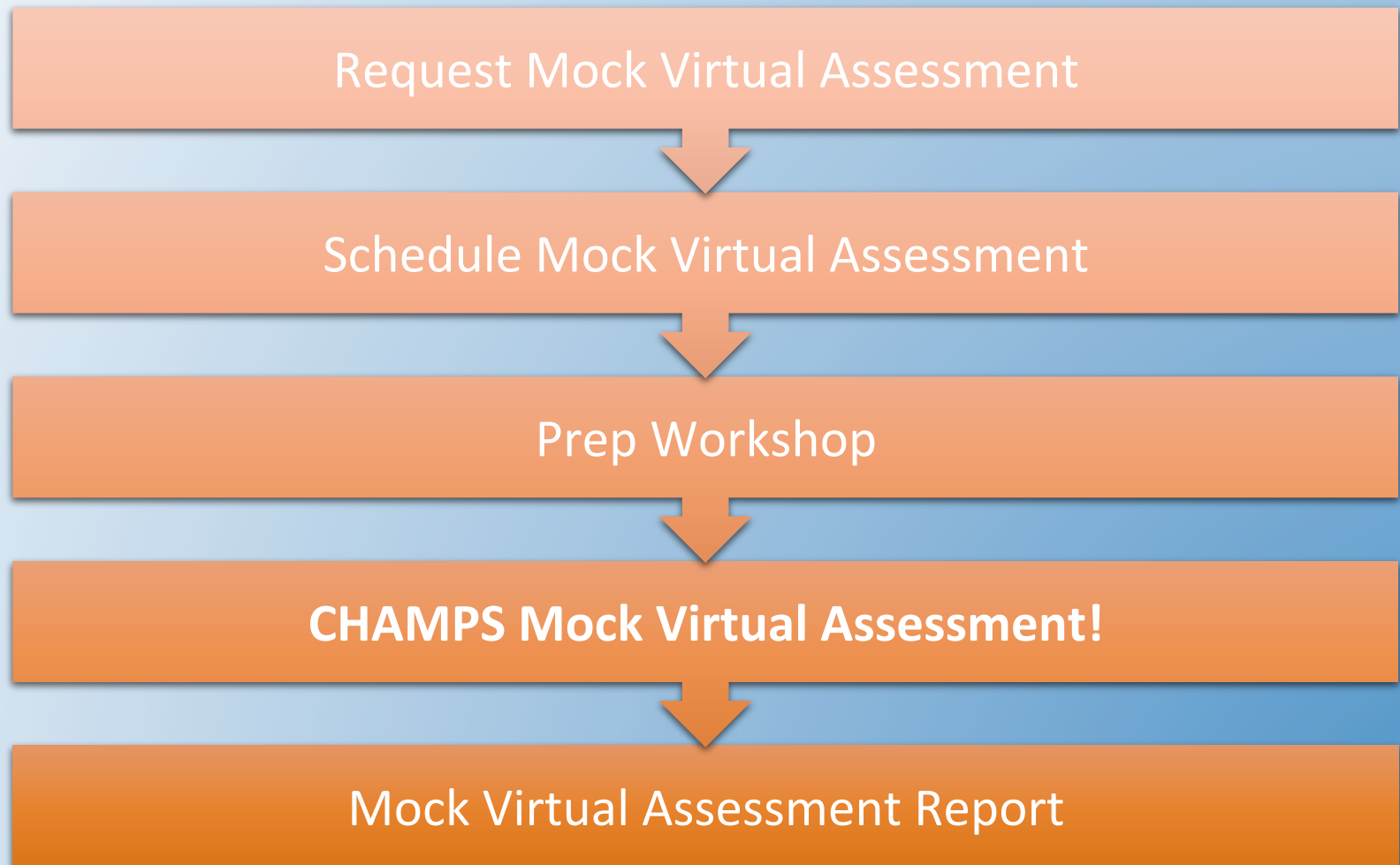
Best wishes for a successful
assessment.



CHAMPS Mock Virtual Assessment

- CHAMPS is scheduling mock virtual assessments for hospitals in Designation
 - 1 day
 - Staff interviews: nurses and providers
 - Document review
- Prepares hospitals for their virtual assessment with BFUSA

Mock Virtual Assessment Timeline



Materials - Dropbox

The image shows a screenshot of the Dropbox web interface. The main view is a folder named "CHAMPS Mock Virtual Assessments". The left sidebar shows navigation options: Home, Files, All files, Shared, File requests, Deleted files, Tools, Paper, HelloSign, Transfer, and Showcase. The main content area shows an "Overview" section with a "Create new file" button and a table of subfolders. The subfolders listed are:

Name	Modified	Members
Fair Market Price-In...t Feeding Products	--	3 members
Staff Training Materials	--	
Patient Education Materials	--	
Infant Feeding Policy	--	

The "Staff Training Materials" folder is selected, showing a detailed view of its contents. The left sidebar for this view includes: Home, Files, All files, Shared, File requests, Deleted files, Tools, Paper, HelloSign, Transfer, Showcase, and Personal. The main content area shows a table of files:

Name	Modified	Members
9BFUSA Provider St...ing Overview.docx		3 members
8BFUSA 5 Hour Bre...l Competencies.pdf		3 members
7BFUSA 5 Hour Bre...ng Objectives.docx		3 members
6BFUSA 15 Hour On...ing Curriculum.pdf		3 members
5BFUSA 15 Hour Curriculum Day 3.pdf		3 members
4BFUSA 15 Hour Curriculum Day 2.pdf		3 members
3BFUSA 15 Hour Curriculum Day 1.pdf		3 members
2BFUSA Staff Trainin...klist- Nikki Lee.pdf		3 members
1BFUSA Nursing Sta...ing Overview.docx		3 members

Day of the Mock Virtual Assessment

8:15am-9:00am

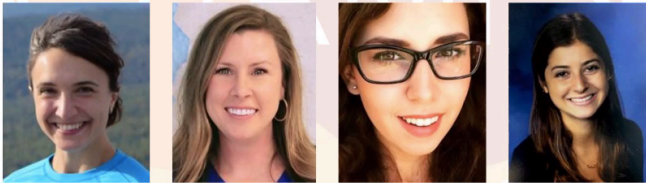
Entrance Conference/Administrative Interview

- Brief intro and explanation from CHAMPS: What is a mock?
- What you can expect during Baby-Friendly's Virtual Assessment



8:00am-8:15am

Welcome to your CHAMPS Mock Virtual Assessment: Introductions



CHAMPS Team: Laura Burnham, Amy Swales, Paige Beliveau, Maetal Haas-Kogan

CHAMPS COMMUNITIES AND HOSPITALS
ADVANCING MATERNITY PRACTICES

CHAMPS COMMUNITIES AND HOSPITALS
ADVANCING MATERNITY PRACTICES

CHAMPS Team: Laura Burnham, Amy Swales, Paige Beliveau, Maetal Haas-Kogan



Follow-up

1. Receive and look over CHAMPS report
2. Prepare for BFUSA Hybrid Assessment Part I

We're here to help!





Thank you for joining!

Tune in on October 28th for the next webinar:
***CHAMPS COVID-19 Survey II Results and Next
Steps in Mississippi!***

Presenters: Anne Merewood, PhD, and Paige Beliveau,
MA