

Wednesday Webinar

March 14th, 2018
12:00pm – 1:00 pm (Central Time)

Jumpstarting your Baby-Friendly Journey: Hospital Experiences

Becky Knapp, RN, MPH, CHEER Project Manager,
& CHAMPS Hospitals

Remember to mute your line by pressing *6. Please do not press hold.
Unmute is #6.

CHAMPS 4-hour Clinical Skills Trainings

Training Updates:

- To date, CHAMPS has hosted 65 trainings in 36 hospitals and has trained over 1,100 MS-based clinicians!



Upcoming Trainings:

- (15-hour) Memorial Hospital Gulfport – March 14th – 16th
- (4-hour) Singing River – March 27th
- (4-hour) Highland Community Hospital – March 28th
- (4-hour) MS Baptist – April 9th – 10th

Check our website for updates and to register: cheerequity.org/trainings.html

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Mississippi CHAMPS Conference



Wednesday, April 11th, 2018, Courtyard by Marriott Gulfport Beachfront



Keynote Speaker:

Camara Phyllis Jones, MD, MPH, PhD

A conference for all Mississippi CHAMPS hospitals and their community partners to learn, collaborate, network, and share experiences. Includes "Train-the-Trainer" sessions on the CHAMPS 4-hour competency training for nursing staff.

Free to CHAMPS hospital teams and community partners.

Register online at: <https://mschampsconference.eventbrite.com>

Questions? Email the CHAMPS Team at CHAMPSbreastfeed@gmail.com

Funded by: The W.K. Kellogg Foundation & The Bower Foundation

Organized by: Communities and Hospitals Advancing Maternity Practices (CHAMPS), a program of the Center of Health Equity, Education, & Research (CHEER)



BlueCross BlueShield of Mississippi
It's good to be Blue.



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Upcoming Wednesday Webinars

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

Spring 2018 Schedule

- **May 16th:** *How Hospitals are Reaching 80%*
 - *CHAMPS Hospitals*
- **June 13th:** *Dissemination Audit Tools: Tips, Tricks, and Best Practices*
 - *CHAMPS Hospitals*

ALL ARE WELCOME TO ATTEND! For log-in information, visit:

<http://www.cheerequity.org/webinars.html>

Slides and recordings are posted on the CHEERequity.org website.

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Wednesday Webinar

Jumpstarting your Baby-Friendly Journey: Hospital Experiences

March 14th, 2018

12:00pm-1:00pm Central Time

Carmen Alexander RN, PhD, MHSA, BSN

Merit Health Madison

Lisa Akridge RN, BSN

Wayne General Hospital

Kim Pace RN, BSN

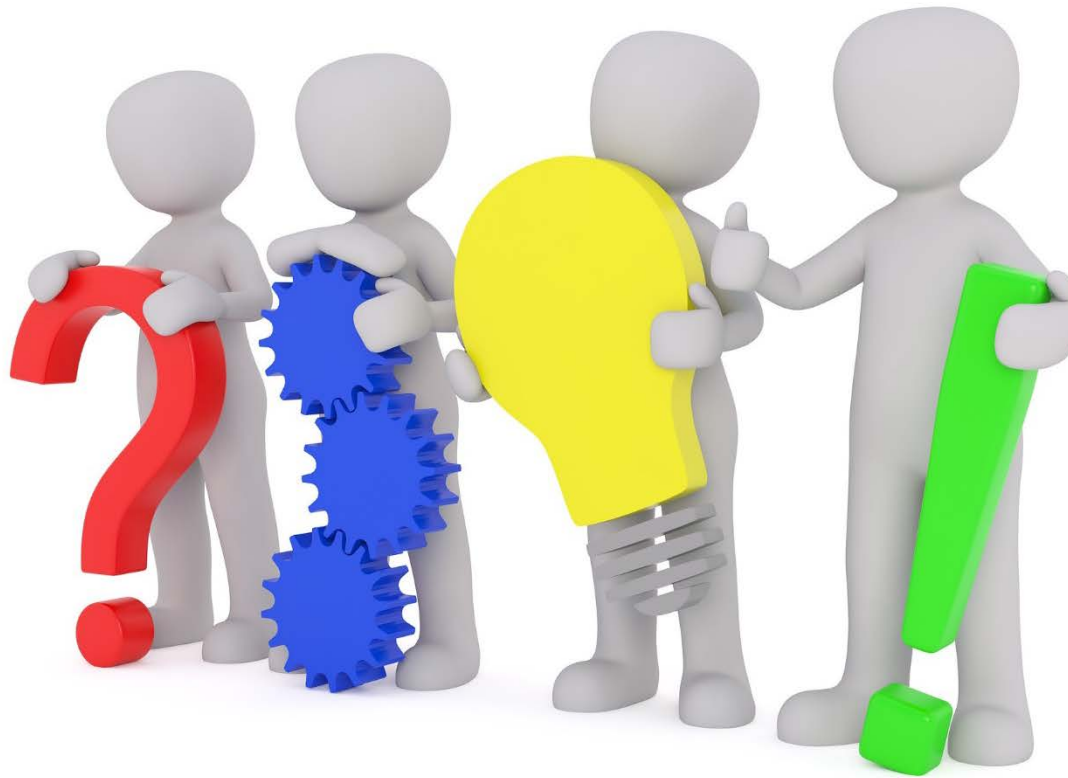
Southwest Mississippi Regional Medical Center



Today's Objectives

- Discuss Roger's Diffusion of Innovations Theory
- List ways that hospitals have created momentum on the Baby-Friendly journey
- Describe strategies that have worked for hospitals to engage staff, administration, the community, and others
- Leave with ideas to bring back to your hospital and/or community

How do we get things started?



It's About Change!

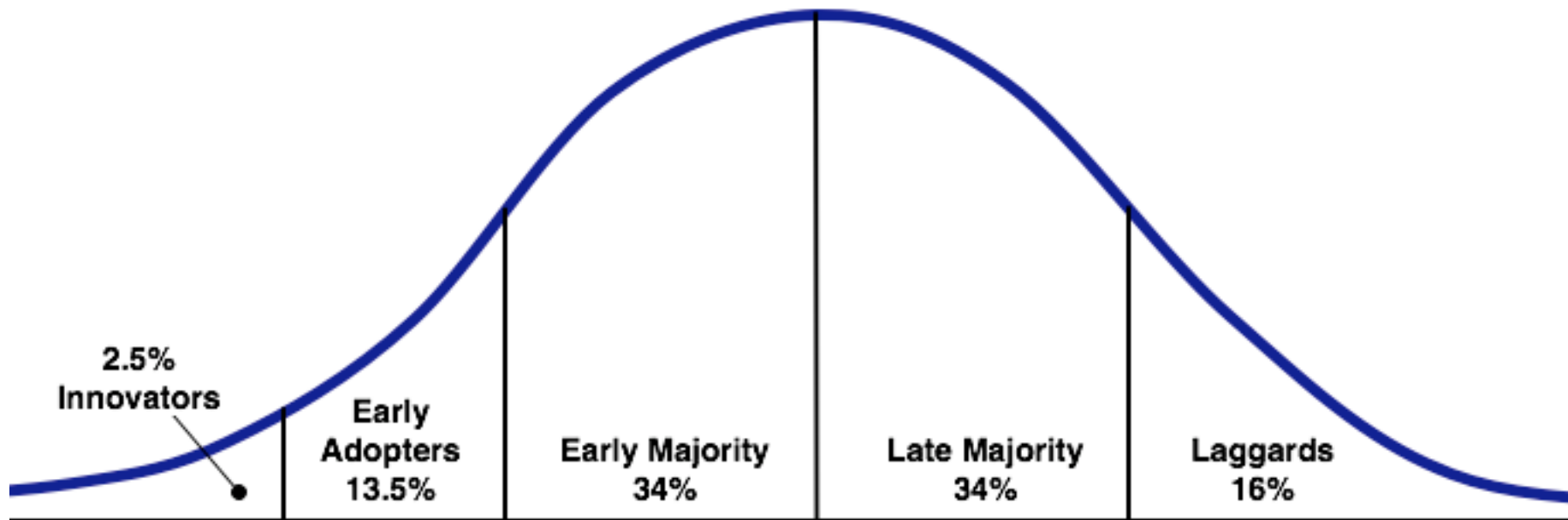
"Feels like we're moving as slow as molasses and we're working so hard!"

"We're working so hard to get everyone on board."

"I've even started sending all staff an email every single day."

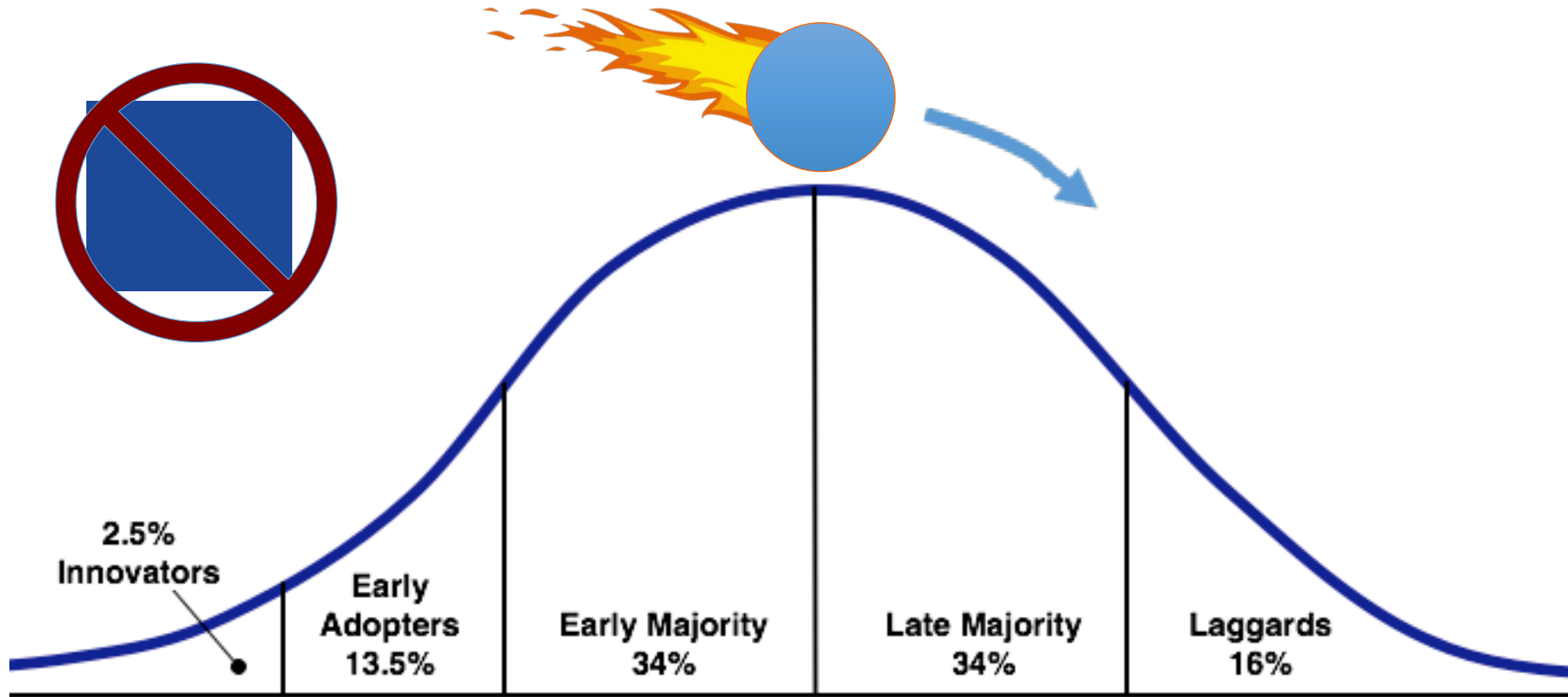


Rogers' Diffusion of Innovations



[Image by Wesley Fryer](#) Source: Everett Rogers' Diffusion of Innovations model

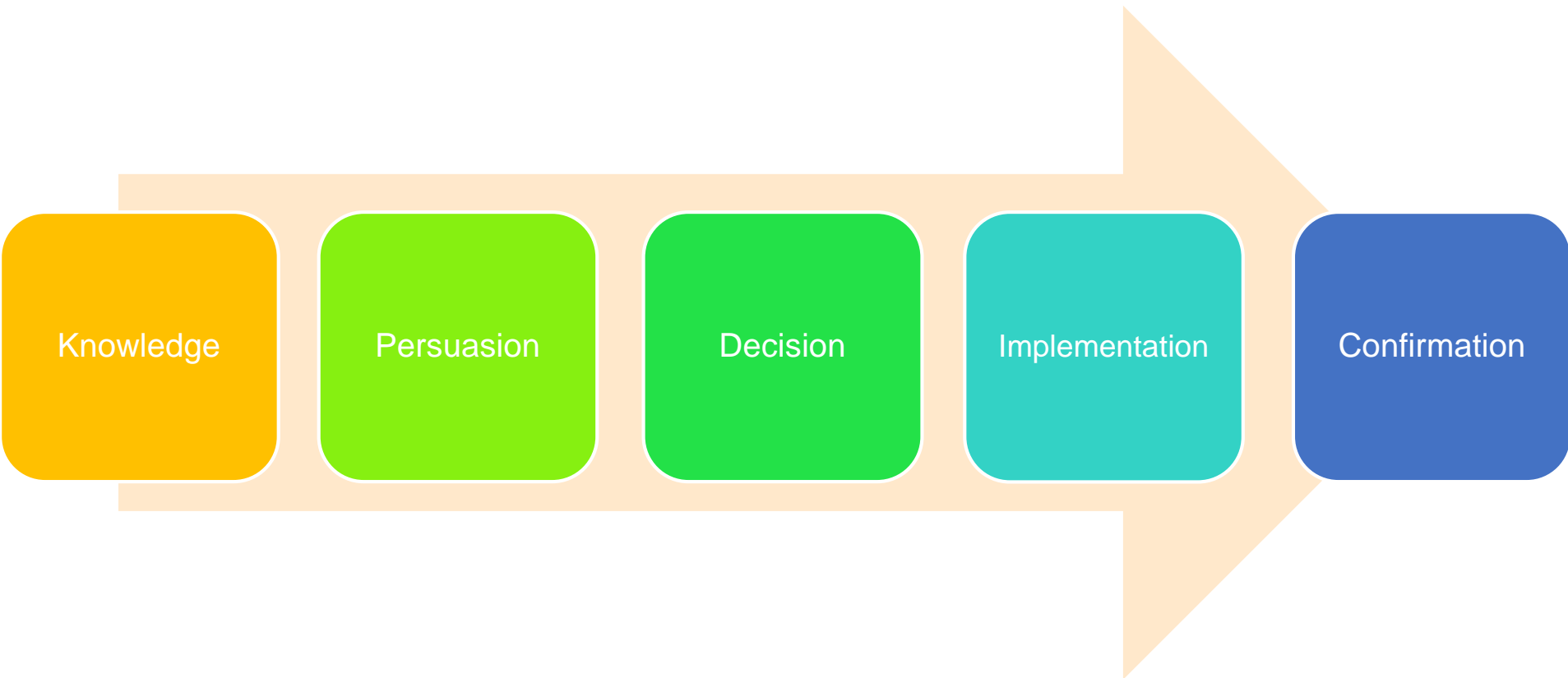
Reaching the Critical Mass



[Image by Wesley Fryer](#)

Source: Everett Rogers, *Diffusion of Innovations* model

Five Stages of the Adoption Process



The best view comes after the hardest climb!



MERIT HEALTH MADISON



Carmen Alexander RN, PhD, MHSA, BSN
Director Women's Services & Medical
Surgical Services

Merit Health Madison

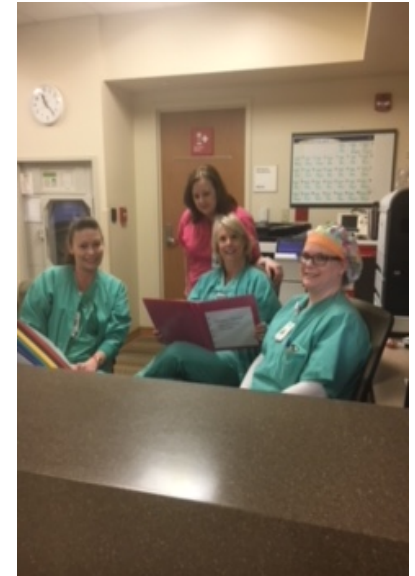
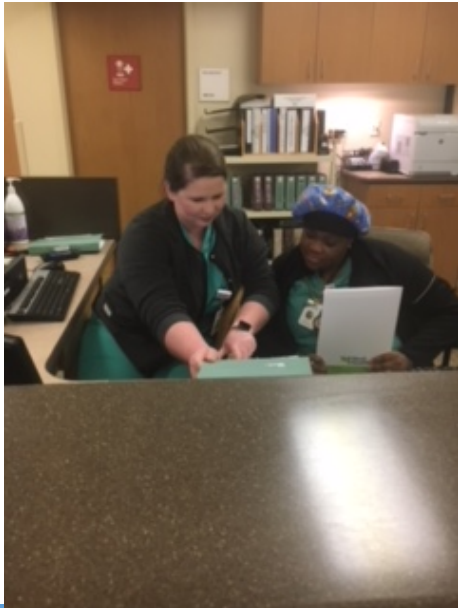
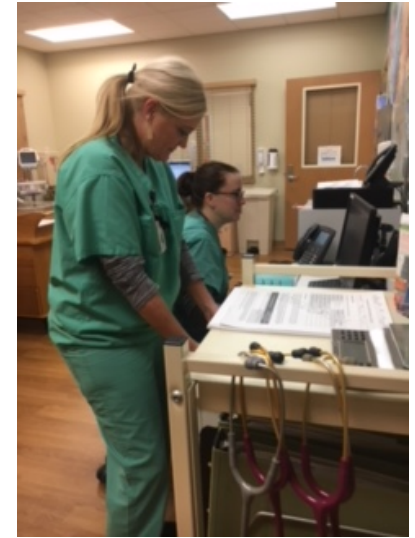
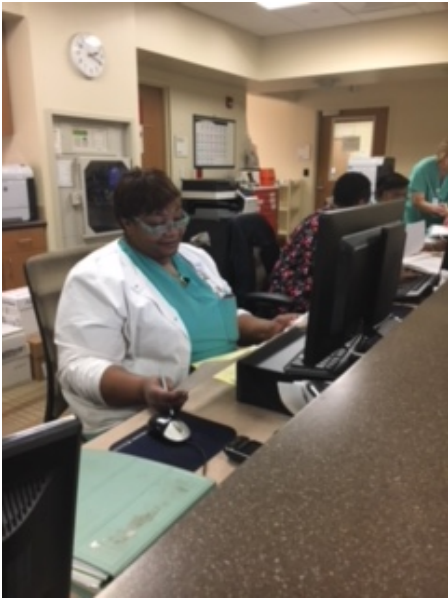
Canton, MS

And the journey begins....



Baby Who???





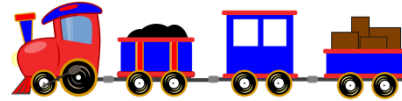
The Numbers

(All Races Combined)

	Q1	Q2	Q3	Q4
Breastfeeding Initiation Rate	38%	34%	43%	51%
Skin to Skin after Vaginal Birth	79%	96%	72%	88%
Skin to Skin after C-Section	38%	13%	37%	75%
Rooming In	100%	100%	39%	92%



Before & After



Standard Education

Specific Education

Nursing Tasks

Mother and baby

Feeding Preferences

Encourage Breastfeeding

Nursery Staff

All Staff Members

Baby Steps



- Individual Meetings
- Executive Support
- Baby Friendly Nurse
- Early Education
- Community Involvement

Key Points



- Larger Taskforce
- Frequency of Staff Education





Lisa Akridge RN, BSN
Obstetrics Manager

Wayne General Hospital

Waynesboro, MS



COMMUNITIES AND HOSPITALS
ADVANCING MATERNITY PRACTICES

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Wayne General Hospital

Mission Statement

- Our Mission is to provide quality health care that meets or exceeds the expectations of our customers.

Guiding Principles

- We will:
- Continually improve our services through commitment and dedication.
- Recognize the patient as our number one customer.
- Recognize our health care team as our most valuable resource.
- Recognize the importance of professionalism and patient satisfaction.
- Provide an atmosphere which endorses team and staff participation in the pursuit of excellence in the delivery of healthcare.

Wayne General Hospital cont...



- Wayne General is an 80-bed general acute care hospital.
- We offer laboratory services, radiology, physical therapy, inhalation therapy, surgery, an intensive-care unit, swing-bed, obstetrics, home health, hospice, wellness center, ambulance services, and emergency room services.
- Obstetric services consist of 2 LDR, 6 Postpartum, nursery and one operating suite.
- Obstetrics daily staff consists of 2 RN, 1 LPN and 1 nurses assistant.

Before Baby Friendly



- Baby's visiting with mother and family for minutes after delivery
- Newborns kept in nursery for the first 6 hours of life
- Newborns spending long hours in the nursery
- Mothers and family asking to see their newborns and sometimes being denied
- Unhappy mothers and families

WGH Baby Friendly Process

- CHOSE A DAY AND GET STARTED!!! 
- When looking at the 10 steps it can make the process look massive.
- We have decided to implement the process one step at the time to start.
- We are implementing policy as we implement a step in Baby Friendly Process. When all steps are implemented we will combine all of the policies into one.
- When implementing the steps use the PDCA (Plan, Do, Check, Act) to analyze any issues in your processes. IT WORKS!
- When others offer assistance take it. Borrow policy and ideas from other facility's and CHAMPS.
- DON'T GIVE UP!! 

Employee Buy-in

- Some employees kick back
- A lot of employee excitement
- Some nurses changed outlook when they started their 15 hours of breastfeeding education, a good many aha!! moments when they did their 4 hours of hands on training.
- They felt empowered!



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Celebrate Accomplishments

- **Successful skin to skin with majority of vaginal deliveries.**
- **Skin to skin in the Operating Room.**

➤ **Multiple attempts**

10-15 minute →

15-20 minutes →

2 hours

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Next Steps.....

- We will soon start analyzing our rooming in process.
- Change documentation to capture hours newborn are out of the mothers room if any.
- Continue nursing education



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Kim Pace RN, BSN
Perinatal Nurse Manager

Southwest Mississippi Regional Medical Center McComb, MS



Any Questions for the Hospitals?



Thanks for Joining Today!

Upcoming Webinars:

- May 16th- Rooming-In: How Hospitals are Reaching 80%
- June 13th- Dissemination Audit Tools: Tips, Tricks, and Best Practices



These slides and a recording of the webinar will be uploaded to our website by tomorrow.

Bibliography

- LaMorte, W (2016). *Diffusion of Innovation Theory*. Behavior Change Models. Boston University School of Public Health.
- Kaminski, J. (Spring 2011). *Diffusion of Innovation Theory*. Canadian Journal of Nursing Informatics, 6(2). Theory in Nursing Informatics Column. <http://cjni.net/journal/?p=1444>
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- National Cancer Institute (U.S.). 2005. *Theory at a Glance: A Guide for Health Promotion Practice (Second Edition)*. Bethesda, MD; U.S. Department of Health and Human Services, Public Health Service, National Institute of Health.