

Wednesday Webinar: January 2019

Sustaining Breastfeeding and the BFHI in Mississippi

Presented by

Anne Merewood, PhD, MPH, IBCLC, Director of CHAMPS & CHEER

Rene Simpson, BSN, IBCLC

Alice Chaney Herndon, MSN, RNC-NIC

Tawanda Logan-Hurt, BSW, CLC

Kimberly Dixon Ramsey, MHA

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 Wednesday Webinars

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

- **February 13th:** Human Milk Oligosaccharides: Benefits for the breastfed infant and beyond
 - *Presented by Dr. Lars Bode*

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

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



Updates from CHAMPS and the breastfeeding work in Mississippi

Anne Merewood PhD MPH IBCLC; CHAMPS Director

Director, Center for Health Equity, Education and Research at Boston University

School of Medicine

Associate Professor of Pediatrics, BUSM

Associate Professor of Community Health Sciences, BU School of Public Health



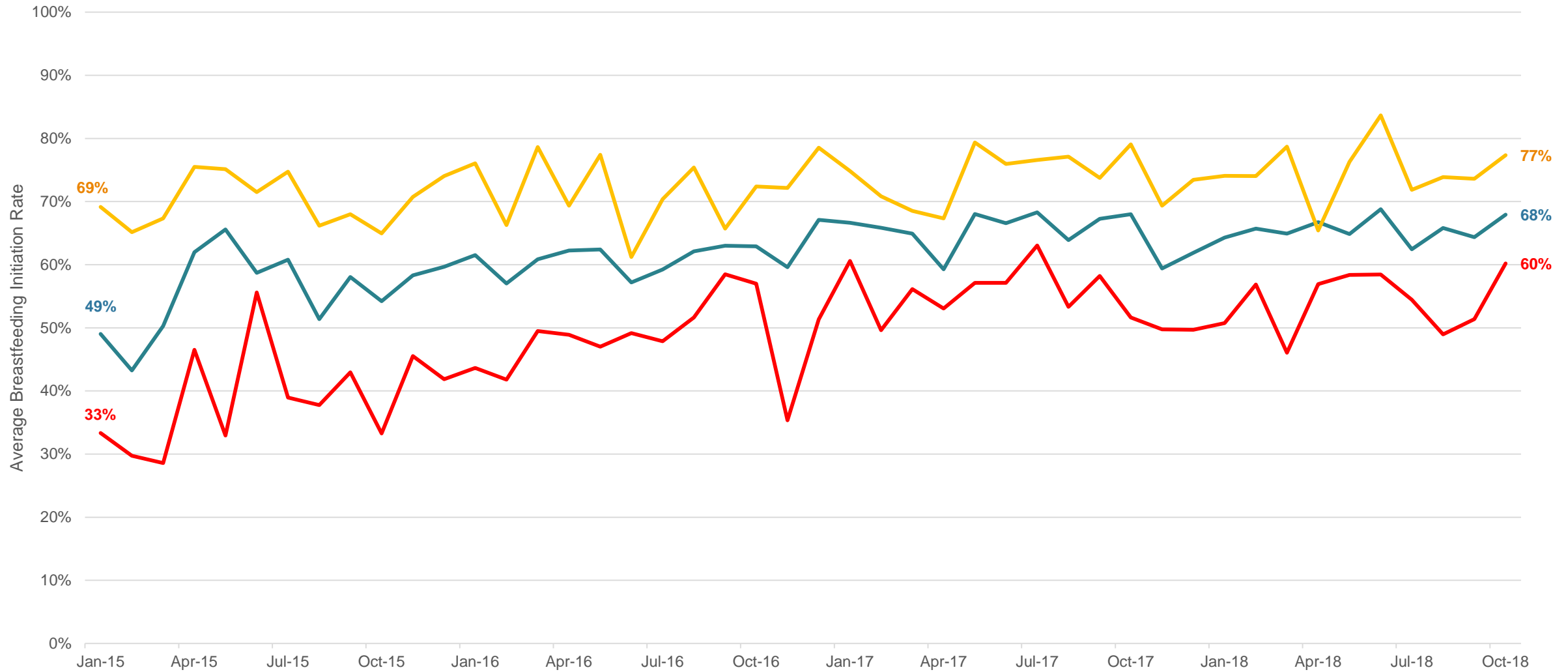
Conflicts of Interest

Anne Merewood does not have any conflicts of interest to disclose

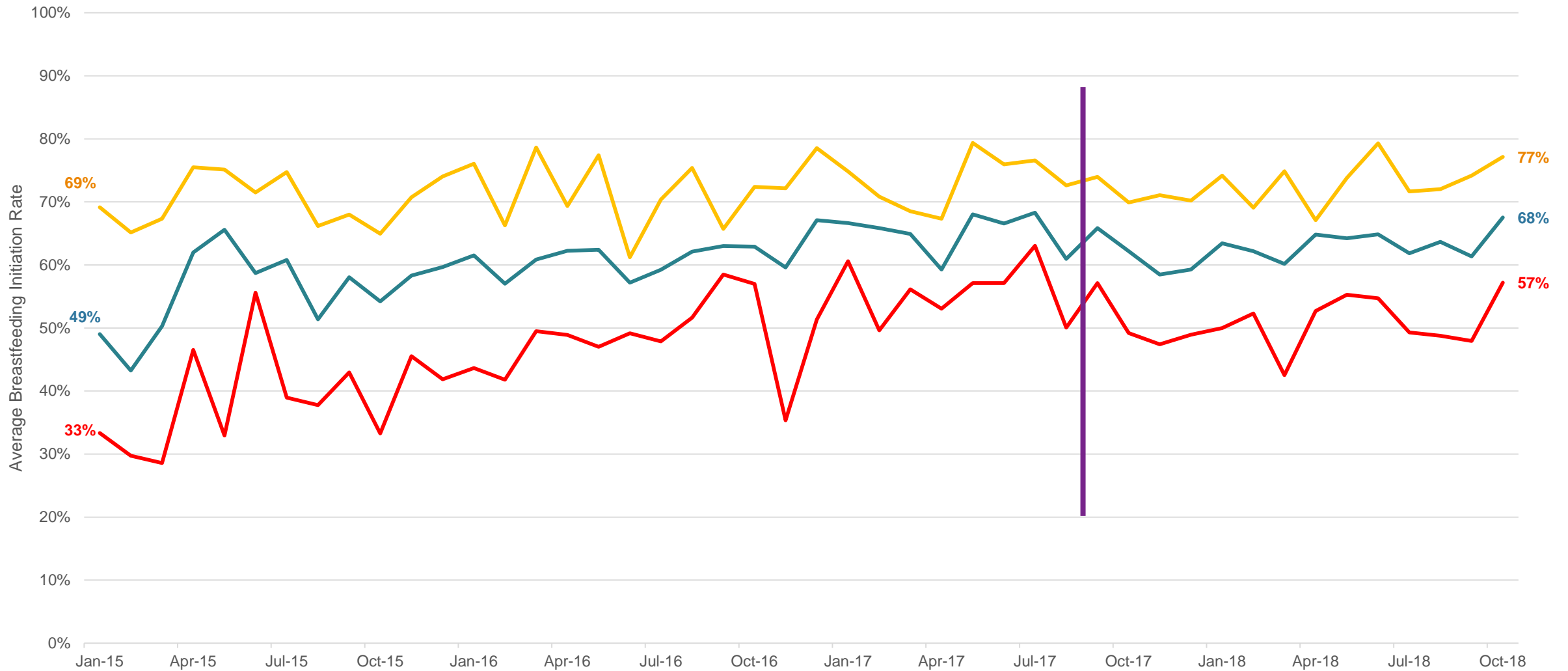
The story so far.....

- Since 2014, breastfeeding-related activity has taken off in Mississippi
- 8 MS hospitals are now Baby-Friendly and 38/42 are in CHAMPS; >95% are committed to designation
- Many other breastfeeding initiatives are thriving
- In December 2018, the Bower Foundation funded CHAMPS to help sustain application of the Ten Steps/BFHI in Mississippi
- Paper on CHAMPS South to be published in Pediatrics on January 18

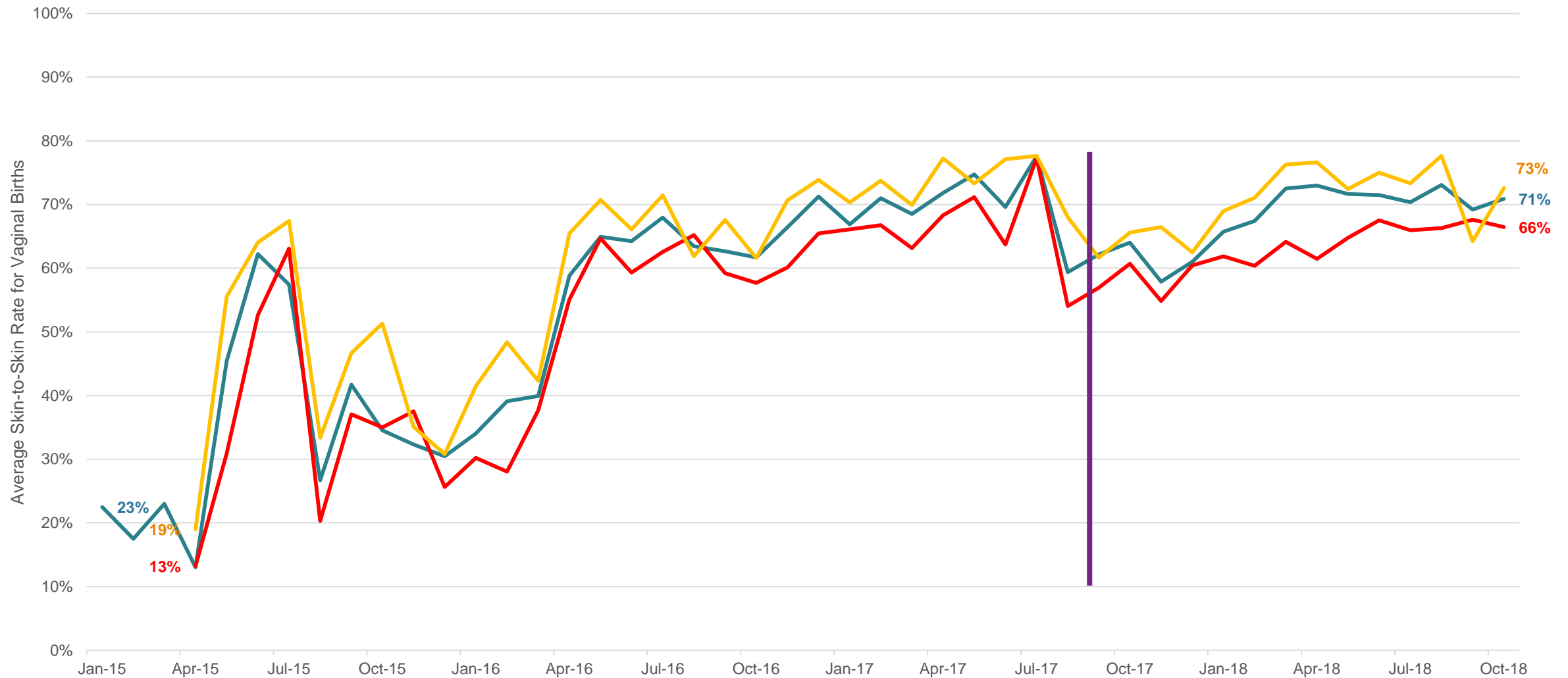
MS CHAMPS 1st 18 Hospitals (2015-18): Breastfeeding Initiation



MS CHAMPS All Hospitals (2015-18): Breastfeeding Initiation



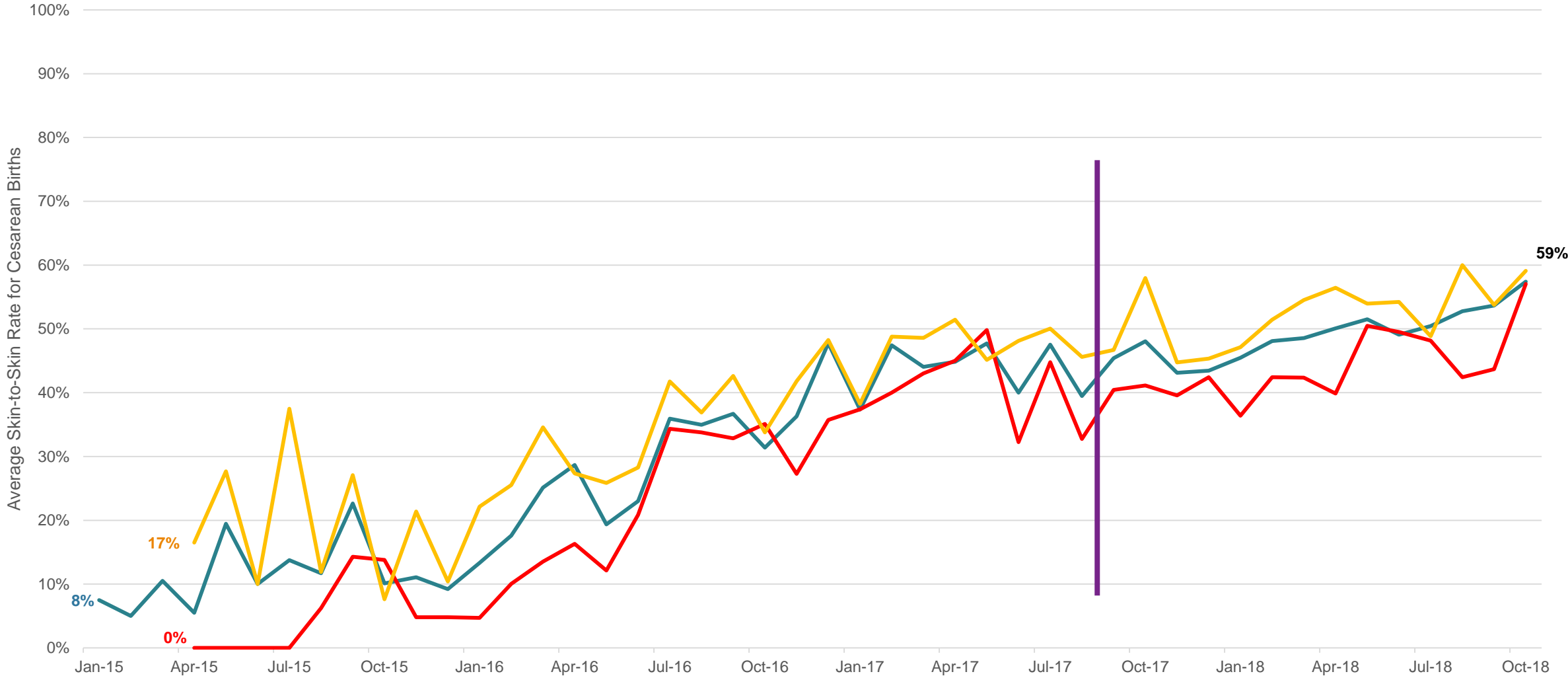
MS CHAMPS All Hospitals (2015-18): Skin-to-skin after vaginal birth



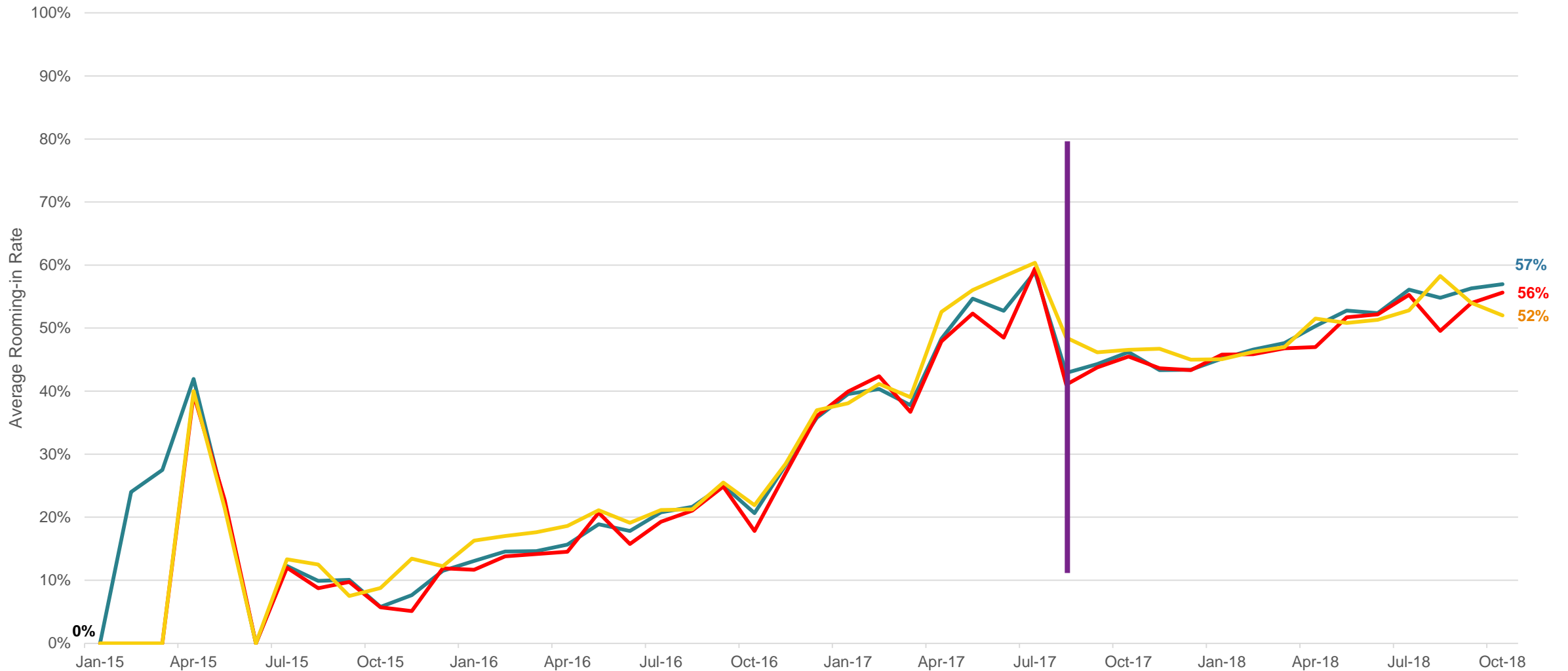
Data Collection Month

— All — Black — White

MS CHAMPS All Hospitals (2015-18): Skin-to-skin after cesarean birth



MS CHAMPS All Hospitals (2015-18): Rooming-in



Sustaining the BFHI in MS

- Continue to work with newly designated hospitals and collect and feed back their data
- Analyze what worked, through interviews and surveys; apply trusted strategies to the sustainability plan
- Help hospitals meet Baby-Friendly USA's annual QI reporting need
- Establish a comprehensive train the trainer (TTT) program
- Establish a safety training curriculum/TTT program

Goals of new request at the state level: Systemize the BFHI across Mississippi

- Continue collaboration with BCBS Mississippi, and the Merit Health system (8 hospitals)
- Approach other key players at the state level
- Hold annual CHAMPS conferences in 2019, 2020, and 2021
- Continue to work with all state based partners to ensure continuity of this great work: Happy New Year!!

SUSTAINING BREASTFEEDING AND THE BFHI

GOALS FOR MAINTAINING DESIGNATION

MERIT HEALTH WOMAN'S HOSPITAL

Rene' Simpson, BSN, IBCLC



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Conflicts of Interest

- Rene Simpson does not have any conflicts of interest to disclose.

4 Goals for Merit Health Woman's Hospital

- Continue to foster an environment for cultural change
- Staff education
- Sustain and improve successful breastfeeding initiation and exclusivity
- Communication

Continue to Foster an Environment for Cultural Change

- More mothers are initiating breastfeeding now due to an increase in Baby Friendly hospitals and the work of WIC in MS.
- In-patient support by continued education of staff
- Out-patient support through the Lactation Clinic at MHHW
- Continue to cultivate relationship with physicians and office staff

Staff Education

- Education will continue through classroom in-service training such as Safety Training, Annual Skills Competency Check Off, and one-on-one staff training with Lactation Dept.
- New hires for maternal child areas will be oriented to the Feeding Policy with orientation. Didactic and clinical hours will be completed within 6 months of hire.
- Pre-natal education will continue with classes and printed materials to OB offices.

Sustain and Improve Successful Breastfeeding Initiation and Exclusivity

- Motivate staff to support and educate moms. Example: positive reinforcement for helping a mom properly latch and position baby.
- Moms who have a positive experience will be motivators for peers to initiate breastfeeding.

Communication

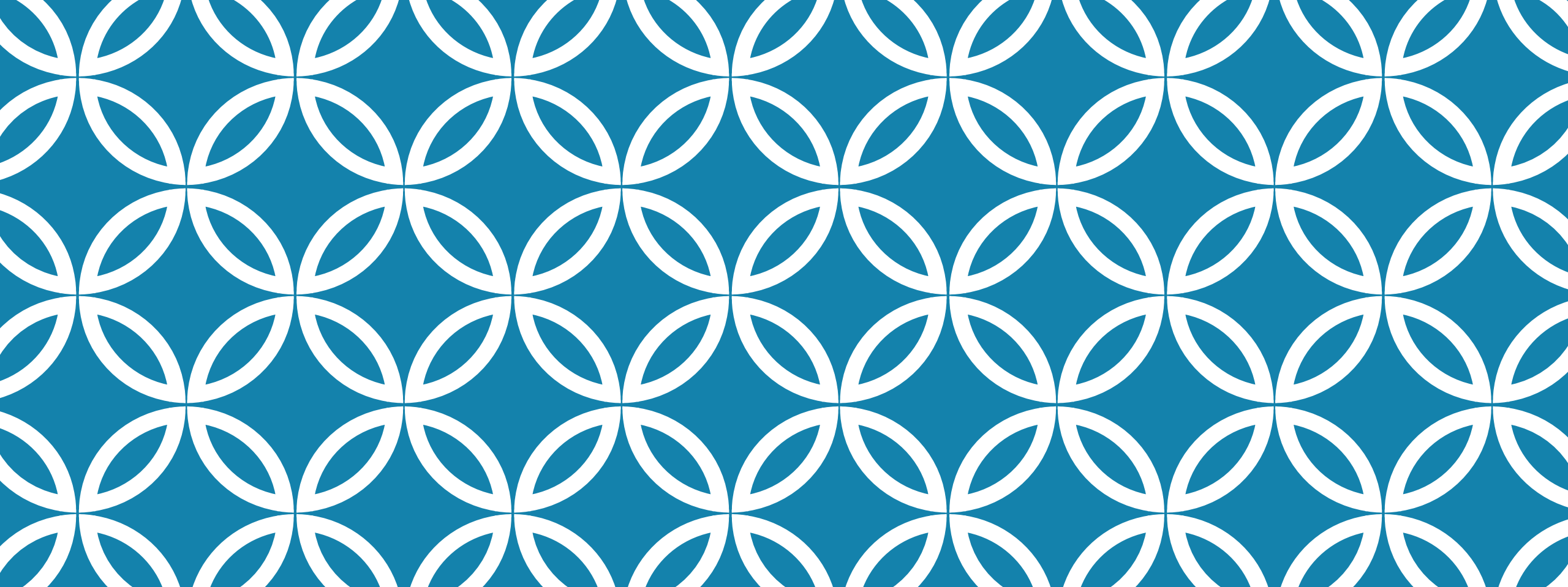
- Keep Administration, Nurse Managers, Neonatologist and OB's aware of audit results.
- Display audit results each month for staff.
- Attend unit meetings to be a resource for breastfeeding education and to encourage staff.
- Refer and consult WIC whenever possible.

DAILY GOALS

- INSPIRE
- EDUCATE
- ENCOURAGE



Thank you! Have a beautiful Day!



**ALICE CHANEY HERNDON, MSN, RNC-NIC
NURSE MANAGER III
MOTHER BABY UNIT & LACTATION SERVICES**



THE UNIVERSITY OF MISSISSIPPI
MEDICAL CENTER

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CONFLICTS OF INTEREST

Alice Chaney Herndon does not have any conflicts of interest to disclose.

A LITTLE ABOUT UMMC

- Only academic teaching facility in the state
- Only level IV NICU in the state
- 15 intermediate care infant beds
- 31 bed Mother Baby Unit
- 10 LDR rooms & 3 observation rooms in Labor & Delivery; 2 operating rooms specifically for OB patients
- 3 prenatal hospital-based clinics in addition to 1 resident-based clinic
- Achieved Baby Friendly designation in September 2017!



WHAT DO WE DO NOW?!

1. First, we took time to celebrate our accomplishment! We were the 2nd designated hospital in the state, and the 1st in the Jackson area.
2. Since we were designated in September, we wouldn't find out about our Quality Improvement plan until January 2018, but we knew we needed to keep up the culture change.
3. Remember, culture change takes time! Keep up the good work & effort. Slow and steady wins the race.



OUR PLAN OF ACTION

1. Continue meeting as a workgroup once a month.
2. Continue to monitor inpatient metrics.
3. Continue to monitor prenatal clinic metrics.



Quality Dashboard items that are reviewed monthly:

1. Exclusive breastfeeding
2. Initiation of breastfeeding
3. Prenatal education of breastfeeding
4. Prenatal education of rooming in
4. Rooming in compliance
5. Initiation of S2S
6. Duration of S2S

QUALITY IMPROVEMENT PLAN FOR 2018

Due by July 1, 2018

- 2018 Annual QI Phase fee - \$1,350
 - Invoices were emailed in February to registered Users, and Billing Contacts if applicable
 - See payment address under Notices.
- Facility Data Sheet.
 - Must be submitted online. See instructions under “Do” #4
- FMP Code Compliance Verification Form - submit to qi@babyfriendlyusa.org
 - See FMP Tool kit in “Learn” #4 above

Due by October 15, 2018 - Revised: If you have already started using the prior versions, you can continue using them through 2018:

- Audit Tool for Step 3 (DISS3) with Quality Improvement plans if needed.
 - For facilities WITH an affiliated prenatal clinic: Submit pages 9-14
 - For facilities WITHOUT an affiliated prenatal clinic submit pages 11-14
- Audit Tool for Step 5,8,9 10 (DISS5) with Quality Improvement plans if needed.
 - Submit pages 17-19

Items 3a, and 3b must be submitted **at the same time** to qi@babyfriendlyusa.org. The Audit Tools may be submitted early but no later than October 15, 2018. However, the Facility Data Sheet and FMP Form must be submitted by July 1, 2018.

REVIEW

Review the audit results for each step and compare them to the [Guidelines and Evaluation Criteria](#).

- Please note: the minimum standard to be achieved for each criteria is 80%. Achieving this threshold on your audits does not guarantee that you will pass your on-site assessment since there are many factors that impact results.

STOP: END OF AQI PHASE - materials found in sections below are informational and not required as part of the AQI Phase

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QUALITY IMPROVEMENT PLAN

July 1, 2018 deadlines:

1. Pay annual QI Phase fee-\$1,350
2. Complete and update Facility Data Sheet
Must be submitted online through Baby Friendly Portal

3. Fair Market Pricing code compliance verification form

- ❖ This was the most time consuming. Document had to be sent to purchasing and be reviewed and signed off by them before we could submit.
- ❖ Now there are 2 different options for proof of formula purchase for Fair Market Price:
 1. Minimum Threshold Price Method
 2. Retail Comparison Method



**KEEP
CALM
AND
CARRY ON
BREASTFEEDING**

QUALITY IMPROVEMENT PLAN CONTINUED...

October 15, 2018 deadlines:

1. Submit audit tools for Step 3 with quality improvement plans if needed (clinic audits).

➤ Prenatal Clinic staff responsible for these.

2. Submit audit tools for Step 5, 8, 9, and 10 with quality improvement plans if needed (inpatient audits).

➤ Inpatient data collection RN obtained these audits.

***All audits due to BFUSA by October 15. The minimum standard in each area to be achieved is 80%. If not met at 80% compliance, action planning must be done.

2019 PLANS FOR UMMC

- Continue monthly Mother Baby Workgroup meetings
- Continue working with clinics on prenatal education needs
- Maintain all Baby Friendly USA requirements
- Host our 1st annual breastfeeding competency workshop for all RN staff
- Increase our breastfeeding exclusivity rates
- Increase our initiation of breastfeeding rates
- Add another IBCLC to our team
- Develop Maternal Acuity scale
- Requirements for 2019 AQL project-audits of steps 4 and 7, the International Code, and FMP code compliance verification



QUESTIONS?

Alice Chaney Herndon

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babycafé

**Tawanda Logan-Hurt, BSW, CLC
Mississippi State Department of Health
WIC Northern Region I
Breastfeeding Coordinator**

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Conflicts of Interest

Tawanda Logan-Hurt does not have any conflicts of interest to disclose

1st Baby Café in Mississippi

CHAMPS Delta/Hills

babycafé



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CHAMPS Delta/Hills Baby Café Setting



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Other Baby Cafes in Mississippi

[Corinth](#)

[Tupelo](#)

[Greenville](#)

[McComb](#)

[Brookhaven Library](#)

[Brookhaven KDMC](#)

[Clarksdale](#)

[Meridian](#)

[Gulfport](#)

[CE Roy Community Centre, Hattiesburg](#)

[Methodist Hospital Blvd, Hattiesburg](#)

[Jackson](#)

Circle of Moms Baby Café



Chelesa, Shanina, Ashley (baby Charleigh), were able to be on a panel at CHAMPs conference.



Pictures of our Soft Opening and Grand Opening, plus a few of our wonderful moms



Crossroads Baby Café of Merit Health Northwest Mississippi



Three of the five CLCs who staff the Crossroad Baby Café



Pictures from our Grand Opening, Meetings, and Big Latch Brunch for Breastfeeding Awareness Month



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Education Sessions

- Baby Friendly Hospital Initiatives
- Home visiting services
- Donor Breast milk
- Oral Health
- Safe Sleep
- Car Seat Safety
- Infant CPR
- Paced Bottle Feeding
- Latch and position
- Tobacco Cessation
- Creating and sustaining a healthy home (lead education)



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Events

- Baby Showers
- Breastfeeding Awareness
- Community Transformer Presentation
- Breastfeeding Award Presentation



Services Provided

- Baby weight check
- Latch and position assistance
- IBCLC (International Board Certified Lactation Consultant) and CLC (Certified Lactation Counselors)
- Comfortable drop in spot for socializing and education
- Data Collection
- Physician referral



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babycafé Program Review

All Cafés are required to collect data - forwarded to BCUSA

- Webinar Training
- Custom Forms w/ self-generating graphs for each Café

Data collection

- Exclusivity at Café
- Mother's Duration Goal @ 1st Visit
- Demographics at Café

Mom's SURVEY

- Duration, cause of weaning
- Use of formula, rating of Café

Annual Café Operation Survey

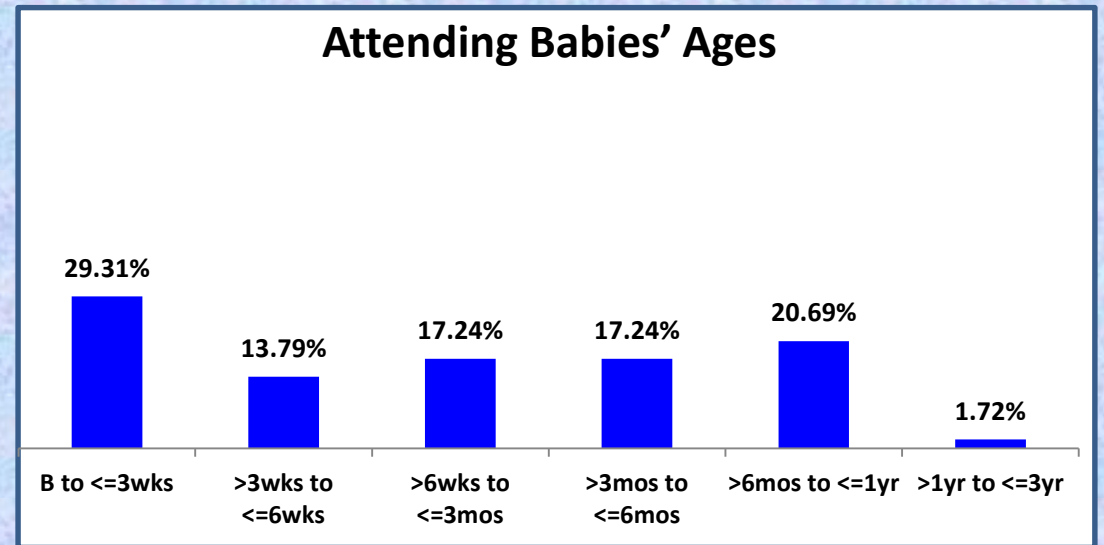
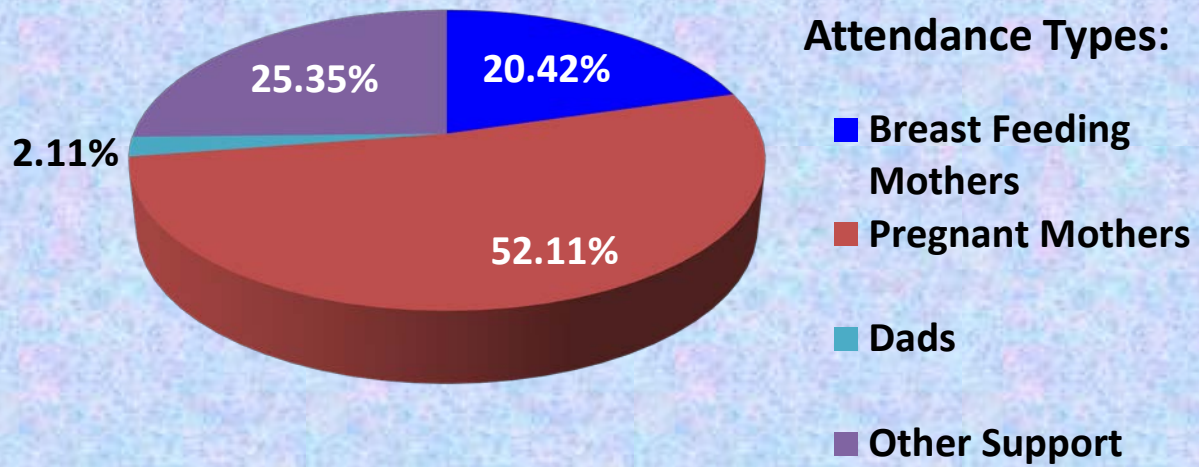
- Survey Monkey from BCUSA



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2017 Delta Hills Café Attendance

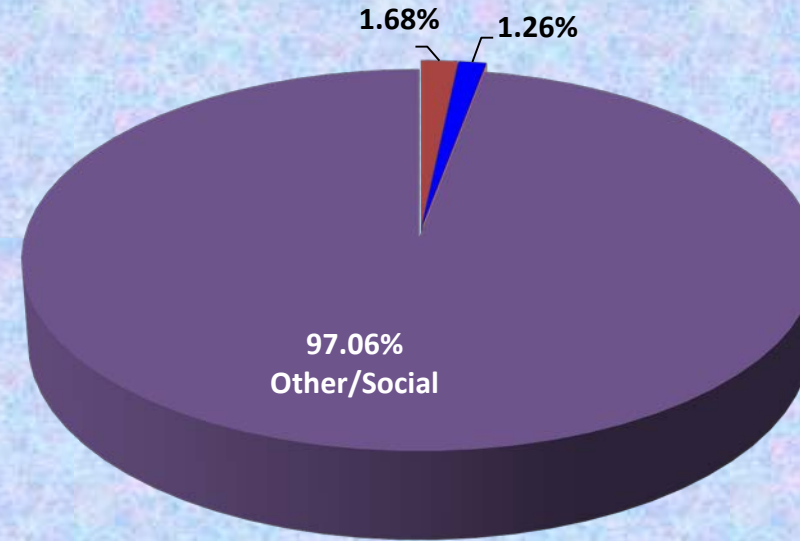
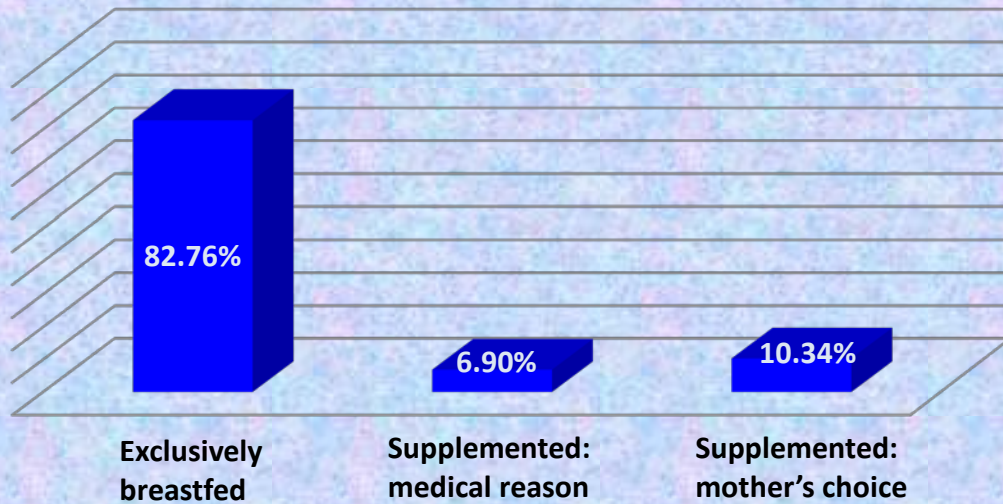
Based on a sample of $N = 58$



2017 Delta Hills Café Exclusivity

Based on a sample of N = 58

Percent Exclusively Breastfed



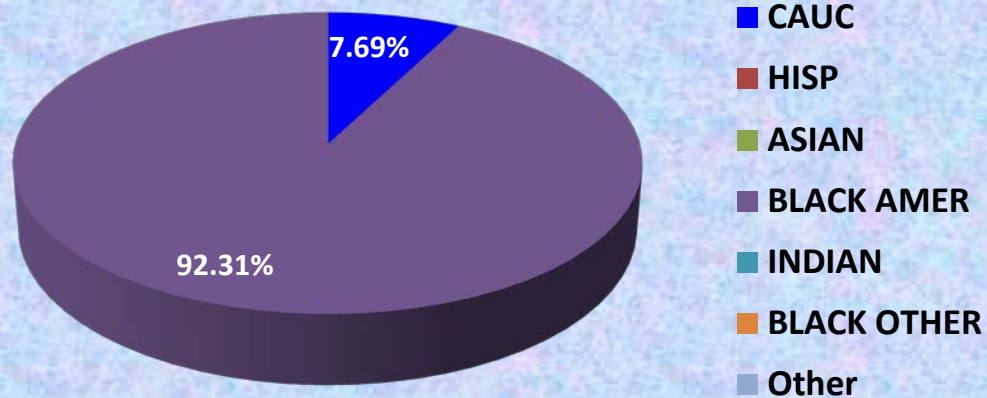
- Start Solid / Teeth
- Bottle / Pump / Work Issues
- Breast Refuse / Behavior Change
- Sick Mom or Baby
- Weight Gain / Low Supply
- Sore Nipples / Poor Latch
- Plugged Duct or Pore / Mastitis
- Sleep Issues
- Fertility / Preg While Nursing
- T-Tie / Lip Tie / Suck Issues
- Other / Social

Reasons Mom Attended

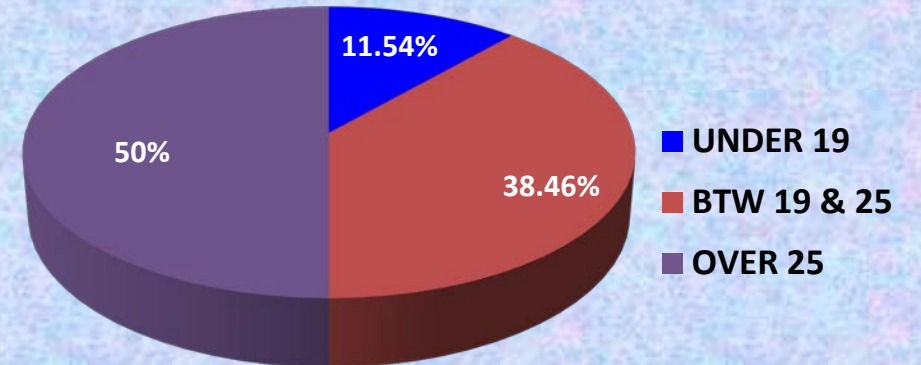
2017 Delta Hills Café Demographics

Based on a sample of $N = 59$

Ethnicity



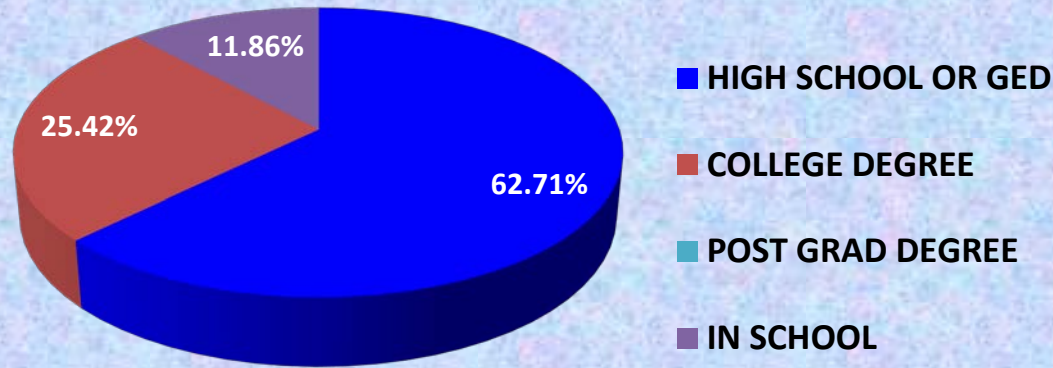
Age



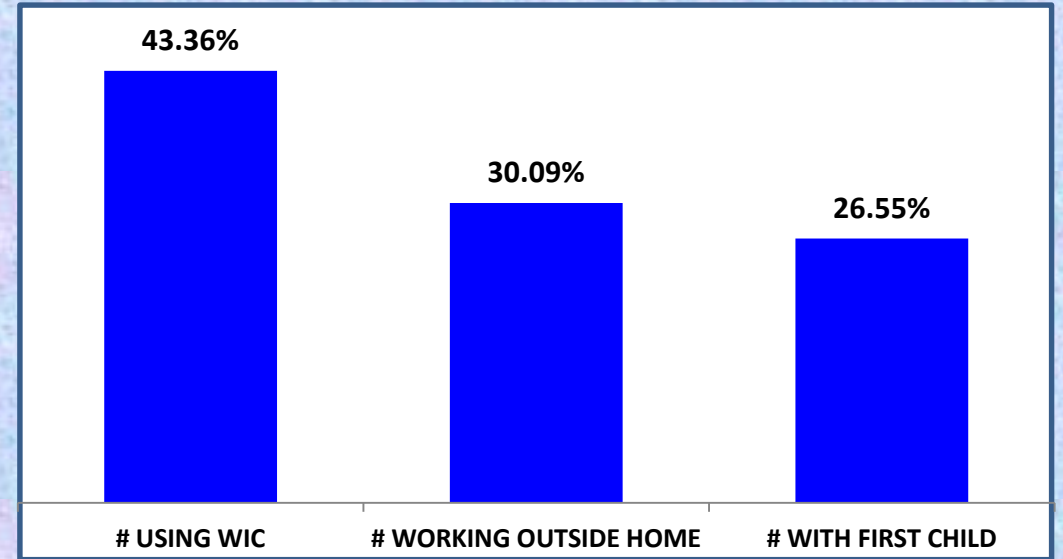
2017 Delta Hills Café Demographics

Based on a sample of $N = 59$

Education



Other Variables



Ongoing and Future Advancements

- More Baby Cafes
- More Baby Café Counselors
- Future funding for Baby Cafes



SPREADING WIC'S BREASTFEEDING SUPPORT TO ALL MISSISSIPPI MOTHERS

**Kimberly Dixon Ramsey
State Breastfeeding Coordinator
MS WIC Program**

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CONFLICTS OF INTEREST

- Kimberly Dixon Ramsey does not have any conflicts of interest to disclose.

MISSISSIPPI WIC LACTATION SUPPORT

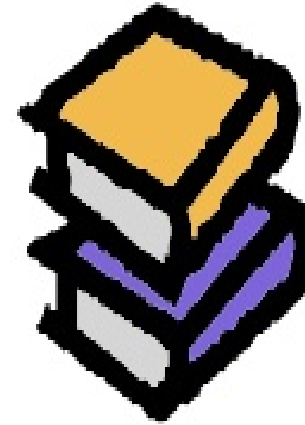
WIC promotes breastfeeding as the optimal feeding choice



Breastfeeding Peer
Counselors, CLC's,
and IBCLC's



Support Groups



Educational
materials



Breast Pumps
and Devices

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BREASTFEEDING ON THE RISE IN MISSISSIPPI!

Ever Breastfed

- 2016 – 52%
- 2018 – 63.2%

Increase of 11.2%

Breastfeeding at 6 months

- 2016 – 23.9%
- 2018 – 35.4%

Increase of 11.5%

Breastfeeding at 12 months

- 2016 – 11.3%
- 2018 – 18.3%

Increase of 7%

Exclusive BF @ 3 months

- 2016 – 21.4%
- 2018 – 28.2%

Increase of 6.8%

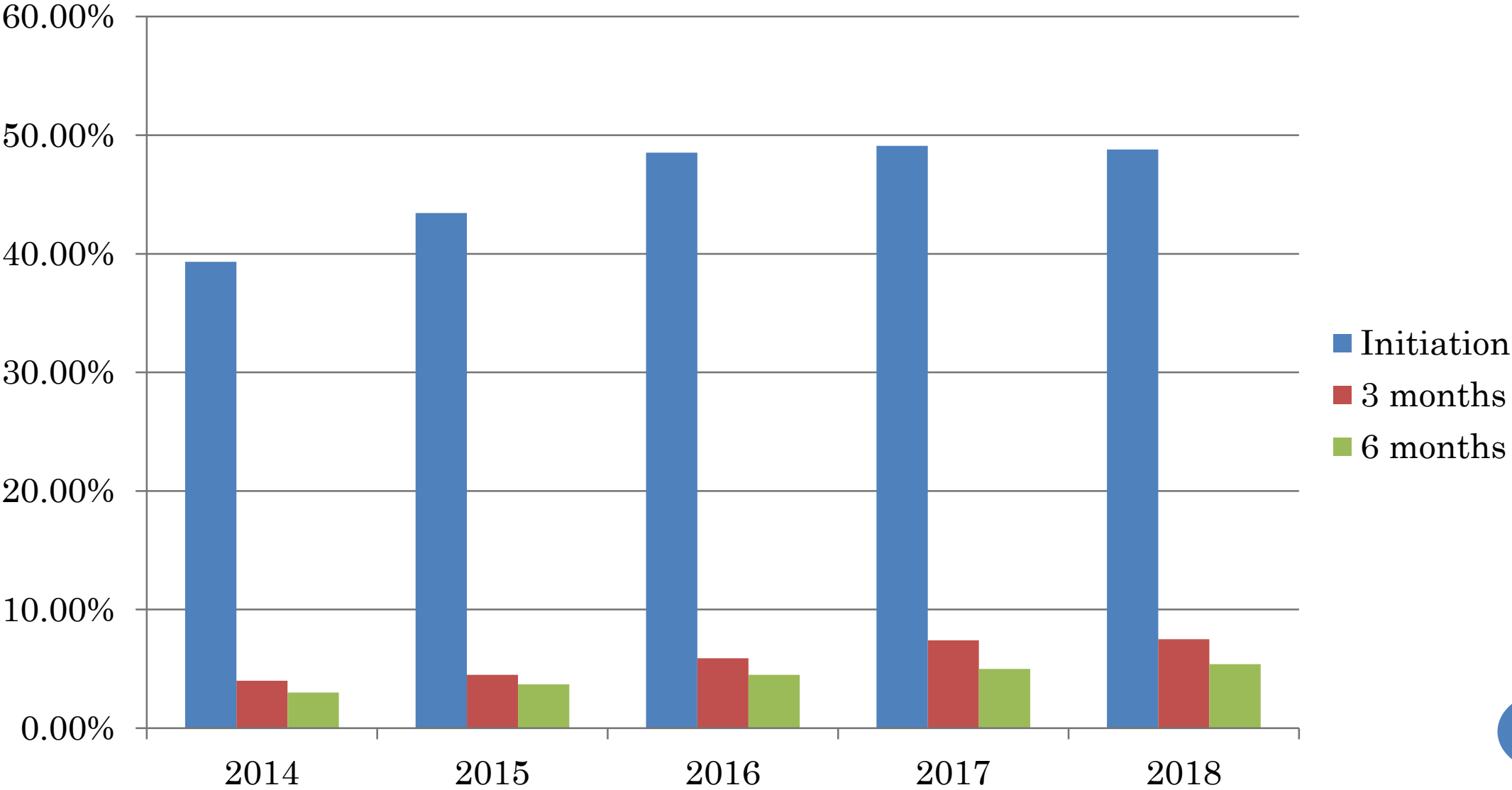
Exclusive BF @ 6 months

- 2016 – 9.3%
- 2018 – 13%

Increase of 3.7%



BREASTFEEDING RATES AMONG MS WIC PARTICIPANTS

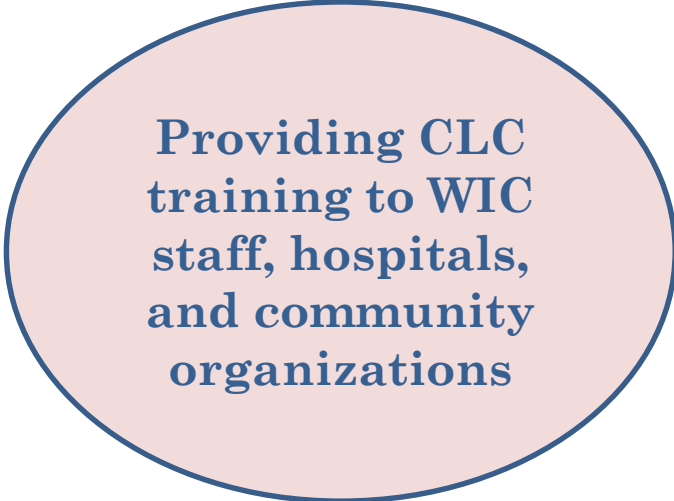


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SUPPORTING WIC MOMS OUTSIDE THE CLINIC

The WIC Breastfeeding Program is taking the message to the community by partnering with organizations to bring policy, system, and environmental change (PSE).



**Providing CLC
training to WIC
staff, hospitals,
and community
organizations**



**Supporting the
Baby Friendly
Hospital
Initiative**



**Supporting
Baby Café's
/Community
Events**

CERTIFIED LACTATION COUNSELOR TRAINING

- One of the barriers is the lack of lactation support to ensure successful outcomes among breastfeeding mothers. MS has 1.93 International Board Certified Lactation Consultants (IBCLC) per 1,000 live births, compared to the Surgeon General's recommendation of 8.6. Obtaining credentials in lactation is a financial burden that many health professionals cannot afford. This program helps with the costs of attending a certification program and will increase the number of certified lactation professionals available to moms and babies.
- MSDH WIC entered into a unique partnership with Blue Cross Blue Shield of MS, The Bower Foundation, and the MSDH Office of Preventive Health to provide two CLC trainings to hospital, community, and WIC staff.
- A total of 134 participants attended the course in two training sessions.
- MS now has 105 new CLC's to serve moms and babies increasing the total to 203 registered CLC's in in the state!

BABY FRIENDLY HOSPITAL INITIATIVE MOU

- The MSDH WIC Program seeks to establish a formal partnership agreement with delivering hospitals throughout the state of Mississippi.
- The goal of this partnership agreement is to allow MSDH WIC breastfeeding staff to support the evidenced based Baby Friendly Hospital Initiative. WIC Breastfeeding staff are assisting local hospitals with acquiring and maintaining Baby Friendly designation by providing support for Steps 3 and 10.
- The MOU was sent in early November 2017 to 41 delivering hospitals across the state. We have fully executed agreements with 21 hospitals to date.

BABY FRIENDLY HOSPITAL INITIATIVE MOU

MS WIC Program

- Participate as members of the hospital's task force
- Prepare WIC mothers prenatally for positive maternity care practices
- Provide direct patient care for WIC mothers experiencing issues post- discharge
- May provide monthly prenatal/ breastfeeding classes
- May assist with post-discharge support groups

MS Delivering Hospitals

- Provide WIC lactation professionals with information about task force
- Work collaboratively with WIC lactation professionals regarding the hospital's prenatal and postnatal breastfeeding needs
- Refer prenatal and postpartum families to WIC

PARTICIPATING HOSPITALS - BFHI MOU

- Merit Health Woman's Hospital
- Merit Health Wesley
- Merit Health River Region
- Merit Health Central
- Merit Health Madison
- Merit Health Natchez
- Rush Foundation Hospital
- Baptist Memorial Golden Triangle
- Northwest MS Medical Center
- Memorial Hospital – Gulfport
- King's Daughters Medical Center- Brookhaven
- Wayne General Hospital
- Southwest MS Regional Medical Center
- Delta Regional Medical Center
- Greenwood Leflore Hospital
- South Sunflower County Hospital
- Singing River Health System
- Forrest General Hospital
- Gilmore Memorial Hospital
- University of MS Medical Center – Grenada
- South Central Regional Medical Center

BABY CAFÉ'S

MS WIC collaborates with the MSDH Office of Preventive Health to establish Baby Café's across the state. The funding is provided by the State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity and Associated Risk Factors and Promote School Health.

MS WIC Breastfeeding Peer Counselors, CLC's, and IBCLC's serve as facilitators and volunteers for this support group initiative as a part of their outreach requirements.

The MS WIC Program serves as a lead referral source to the Baby Café group meetings and provides educational resources to share with participants.

BABY CAFÉ'S IN ACTION



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COMMUNITY EVENTS & PARTNERSHIPS

- The MS WIC Breastfeeding Program partners with our statewide breastfeeding coalitions to assess community needs and provide family focused events to normalize breastfeeding.
- We have formed partnerships with community organizations, clinics, and hospitals such as Baptist Health Systems, The University of MS Medical Center, Healthy Start Program, Mississippi Urban League Build Health 2.0 Project, and the Delta Health Alliance as a way to leverage resources and have a greater impact on breastfeeding.



COMMUNITY EVENTS



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INTRODUCING.....

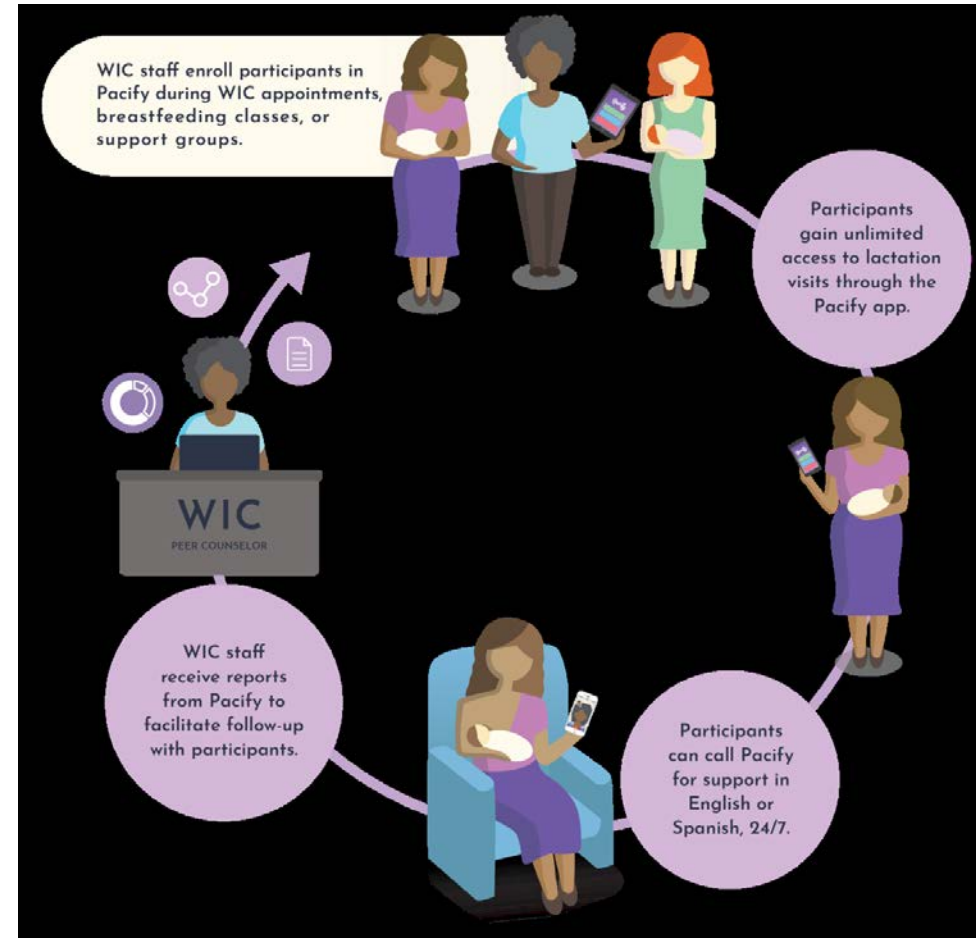


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IN 2016, MISSISSIPPI BECAME THE FIRST WIC AGENCY IN THE COUNTRY TO OFFER PACIFY STATEWIDE

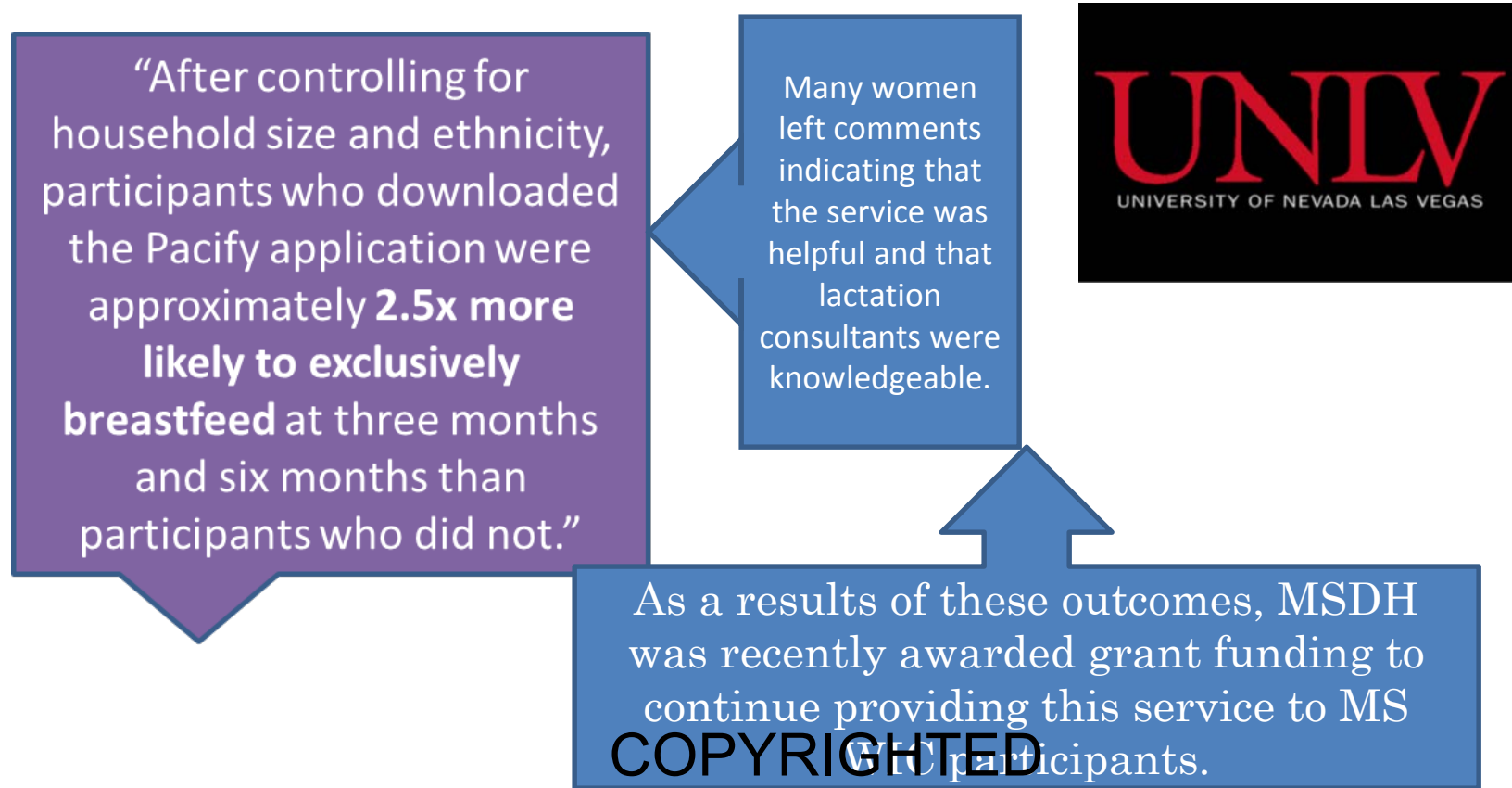
Pilot Goals

- Ensure WIC participants have continuous, on-demand access to IBCLCs
- Ensure that peer counselors can easily yield to IBCLCs
- Increase breastfeeding rates for infants in the target population



THE RESULTS OF THE PILOT WERE EXCITING!

- MSDH reported a **10% increase** in exclusive breastfeeding rates just 7 months after launching Pacify in June 2016.
- Researchers at UNLV recently completed an analysis of data collected by MSDH.



NEXT STEPS



- Facilitate training opportunities to assist new CLC's and IBCLC's with maintaining continuing education requirements.
- Continue marketing the Baby Friendly Hospital Initiative MOU agreement and implement evaluation measures for the project.
- Continue Pacify tele-lactation program and expand use by sharing with hospitals and community partners.
- Identify strategies to improve our post discharge referral system to ensure a continuum of care once mom and baby return home.



STAY IN TOUCH!!!

Kimberly Dixon Ramsey, MHA
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