

CHAMPS:

What happens next?

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CHAMPS South
Where we began. Where we are now.



COMMUNITIES AND HOSPITALS
ADVANCING MATERNITY PRACTICES

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Background: CHAMPS

- CHAMPS (Communities and Hospitals Advancing Maternity Practices) is a breastfeeding-focused initiative geared toward improving maternal and child health outcomes through the promotion of Baby-Friendly practices
- Free to participating hospitals
- Originally funded by the W.K. Kellogg Foundation
- 3 years of funding: 2014-2017
- Kellogg also funds our AI/AN CHAMPS initiative
- Additional funders have included the MS Department of Health, and Blue Cross & Blue Shield of Mississippi

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CHAMPS Team



Background: Where CHAMPS Works

- National initiative working in 9 states:



- Major W.K. Kellogg funding for 2 current initiatives:
 - CHAMPS “South”
 - AI/AN CHAMPS

Goals: CHAMPS South

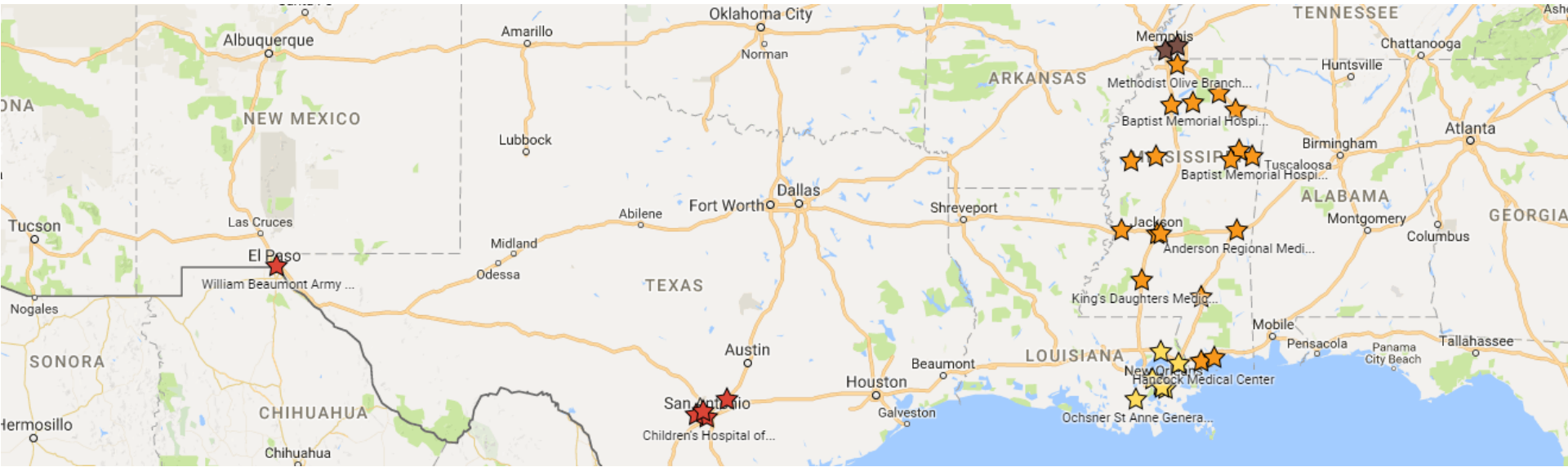
- Enroll 25 hospitals in MS, NOLA, S Texas
- Improve MCH practices in 25 hospitals
- Increase breastfeeding rates
- Reduce racial disparities
- Help at least 10 to become Baby-Friendly



Kellogg Directive

“Go to hospitals where people have never heard of Baby-Friendly”

CHAMPS South Hospitals



MISSISSIPPI

- ★ Anderson Regional Medical Center
- ★ Baptist Memorial – Golden Triangle
- ★ Baptist Memorial – North MS
- ★ Baptist Memorial – Union County
- ★ Greenwood Leflore Hospital
- ★ Hancock Medical Center
- ★ King’s Daughters Medical Center
- ★ Memorial Hospital at Gulfport
- ★ Merit Health Batesville
- ★ Merit Health River Region
- ★ Merit Health Wesley
- ★ Methodist Olive Branch Hospital
- ★ North Mississippi Medical Center
- ★ North MS Medical Center – West Point
- ★ OCH Regional Medical Center
- ★ South Sunflower County Hospital
- ★ University of MS Medical Center
- ★ Woman’s Hospital

LOUISIANA

- ★ Ochsner Baptist Medical Center
- ★ Ochsner Medical Center – Kenner
- ★ Ochsner Medical Center – West Bank
- ★ Ochsner St. Anne Hospital
- ★ Slidell Memorial Hospital
- ★ St. Tammany Parish Hospital
- ★ Touro Infirmary
- ★ West Jefferson Medical Center

TENNESSEE

- ★ Regional One Health
- ★ Saint Francis Hospital – Bartlett

TEXAS

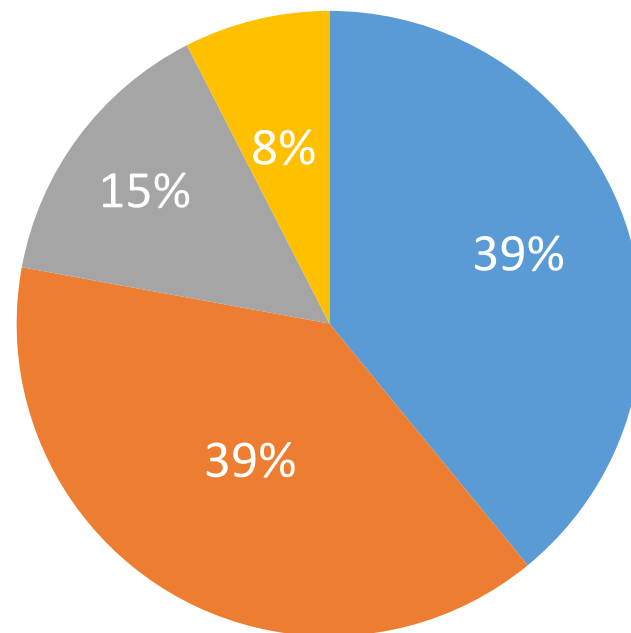
- ★ Children’s Hospital of San Antonio
- ★ Christus Santa Rosa – New Braunfels
- ★ Christus Santa Rosa – Westover Hills
- ★ University Hospital
- ★ William Beaumont Army Medical Center



CHAMPS hospital demographics

Enrolled Hospital Characteristics (N=33)

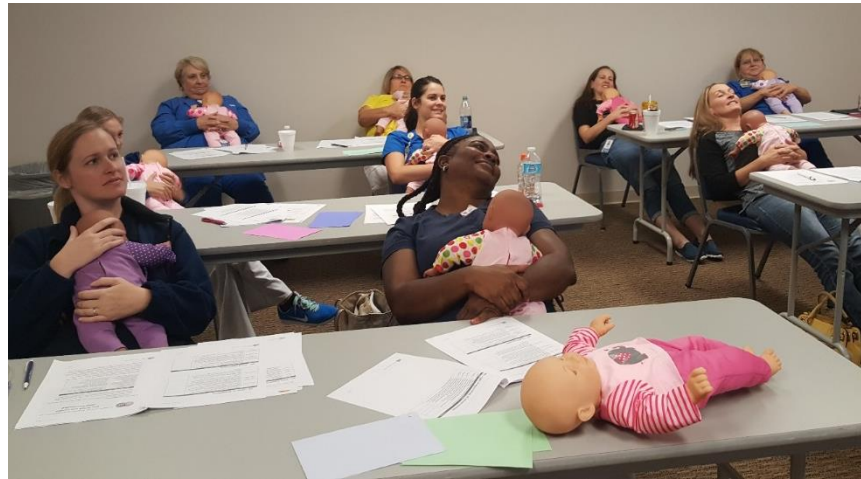
Hospitals per Region	
New Orleans	8
Mississippi	18
Tennessee	2
Texas	5
Hospital Characteristics	
Births per hospital, mean (range)	1272 (210-3953)
Total # births/year	40,938
Affiliated prenatal clinics, n (%)	13 (45%)
Has NICU, n (%)	24 (73%)
Donor milk in NICU, n (%)	11 (33%)
Patient Characteristics	
WIC eligibility, mean (range)	70% (12%-95%)
Medicaid eligibility, mean (range)	64% (12%-95%)



■ White ■ Black ■ Hispanic ■ Other

CHAMPS clinician trainings

- All training aims to meet Baby-Friendly USA requirements for designation
 - Nursing staff 20 hours (with 5 hours clinical skills training)
 - Hospital physicians 3 hours
- CHAMPS offers in-hospital training, and access to online and train the trainer options
- **961** people trained including nursing staff, physicians, and WIC staff



CHAMPS in the Community

- Community Transformer Work

State	CTs Trained	Breastfeeding Clubs	Community Contacts*
Louisiana	13	4	5
Mississippi	42	31	161
Tennessee	12	8	240
Total	67	43	406

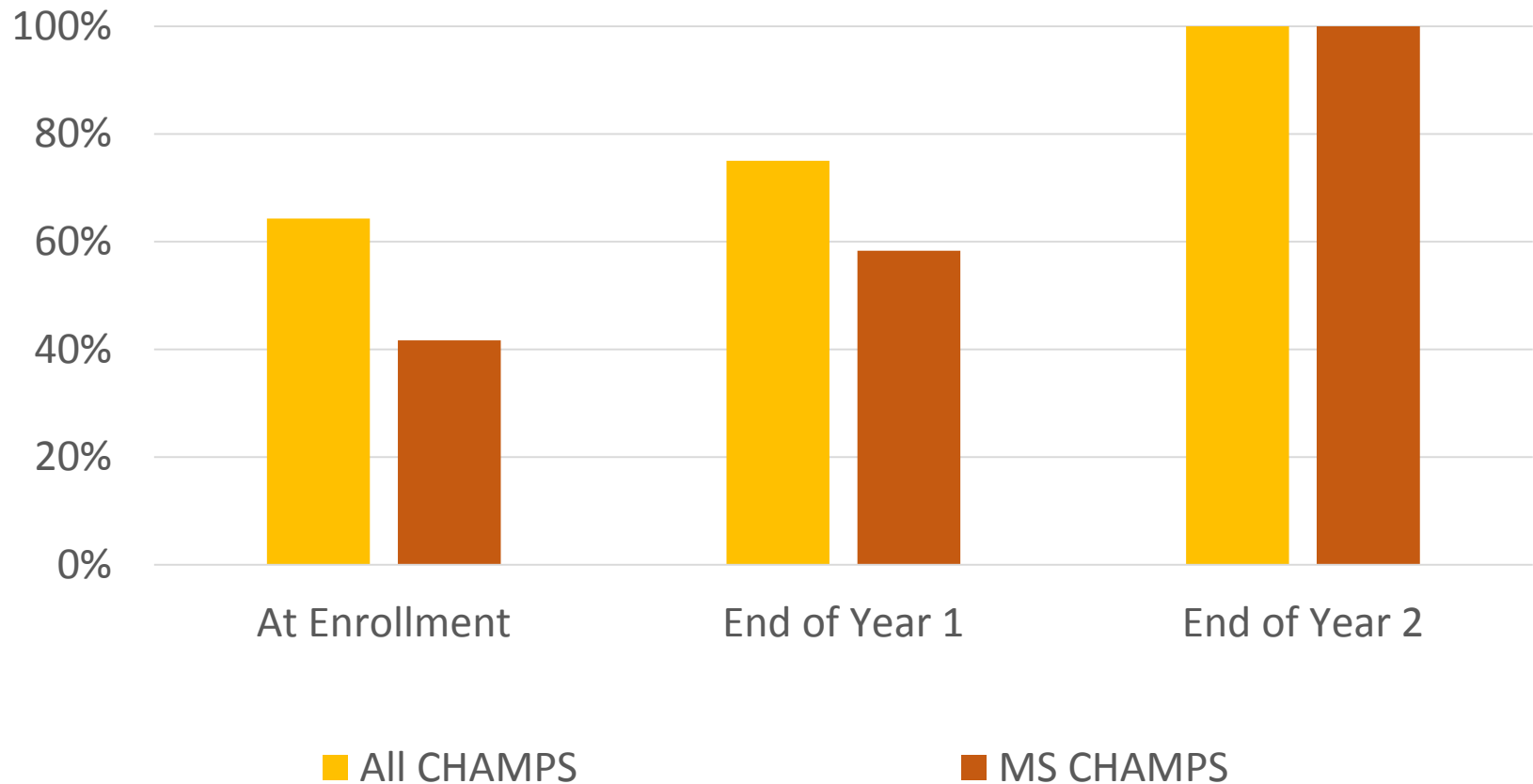
*refers to the number of individuals attending Breastfeeding Clubs (e.g. mothers, fathers, children). Individuals may have attended multiple clubs.



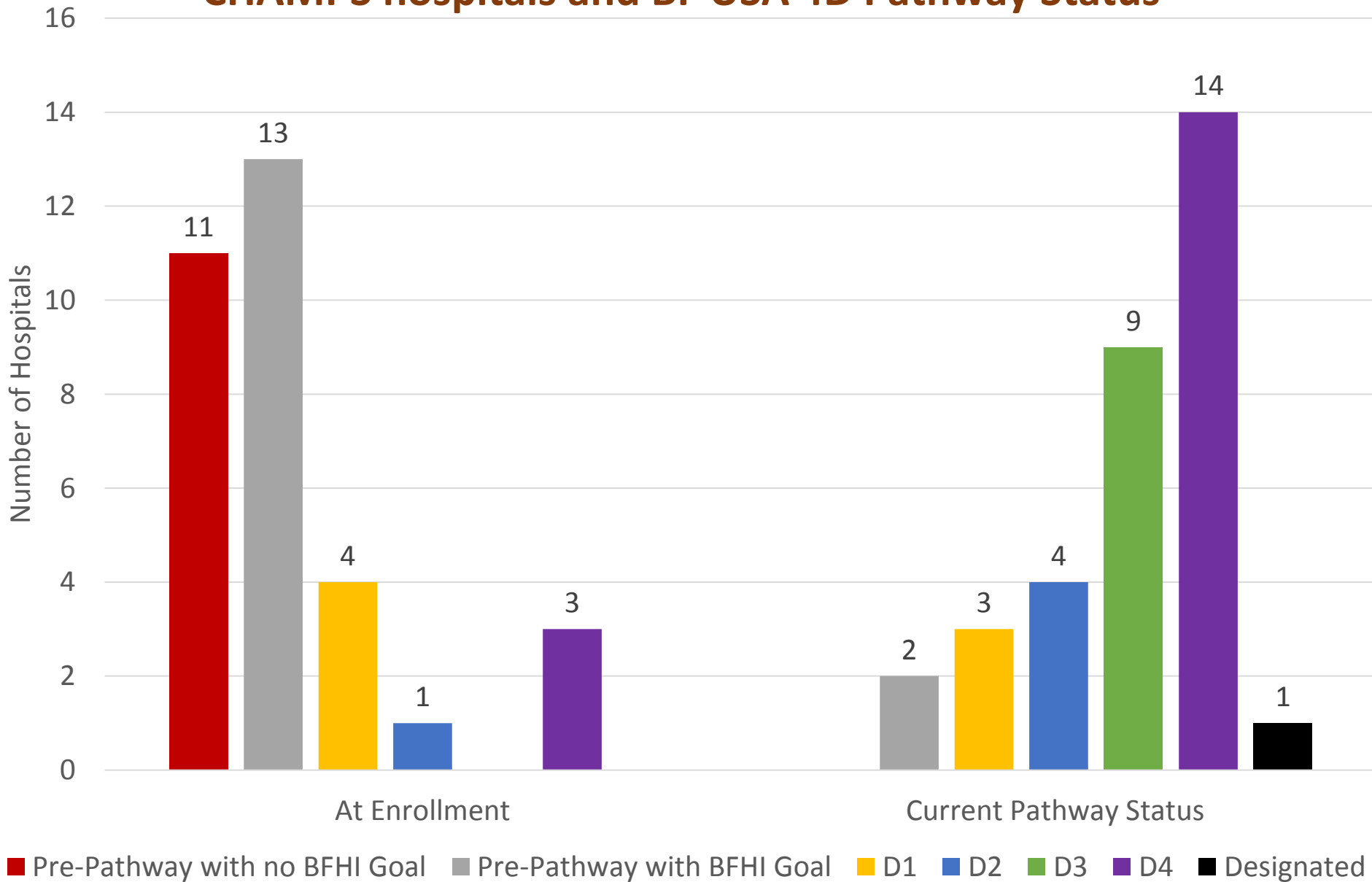
- Established the first Baby Cafés in Mississippi and New Orleans



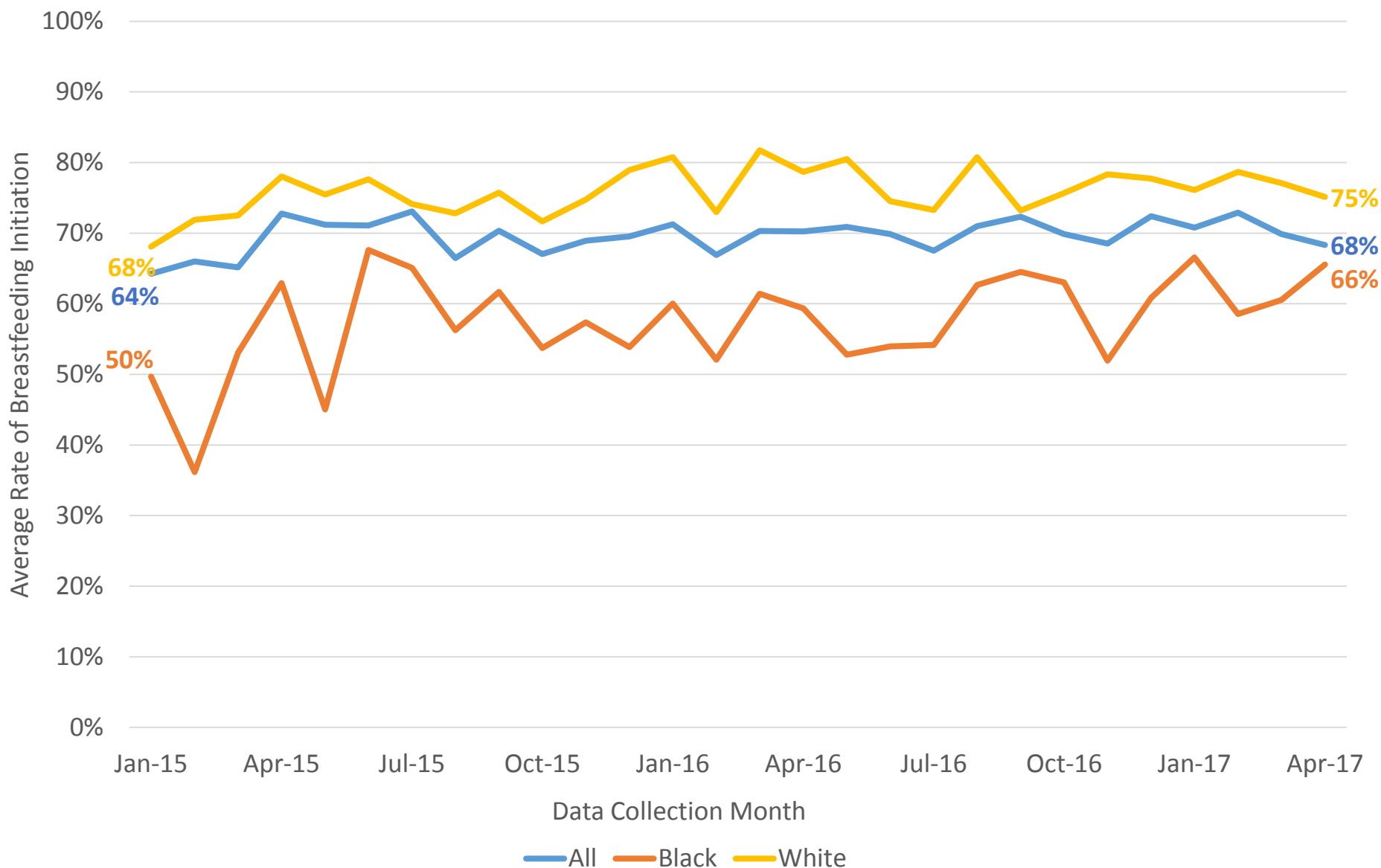
CHAMPS hospitals: A Baby-Friendly goal?



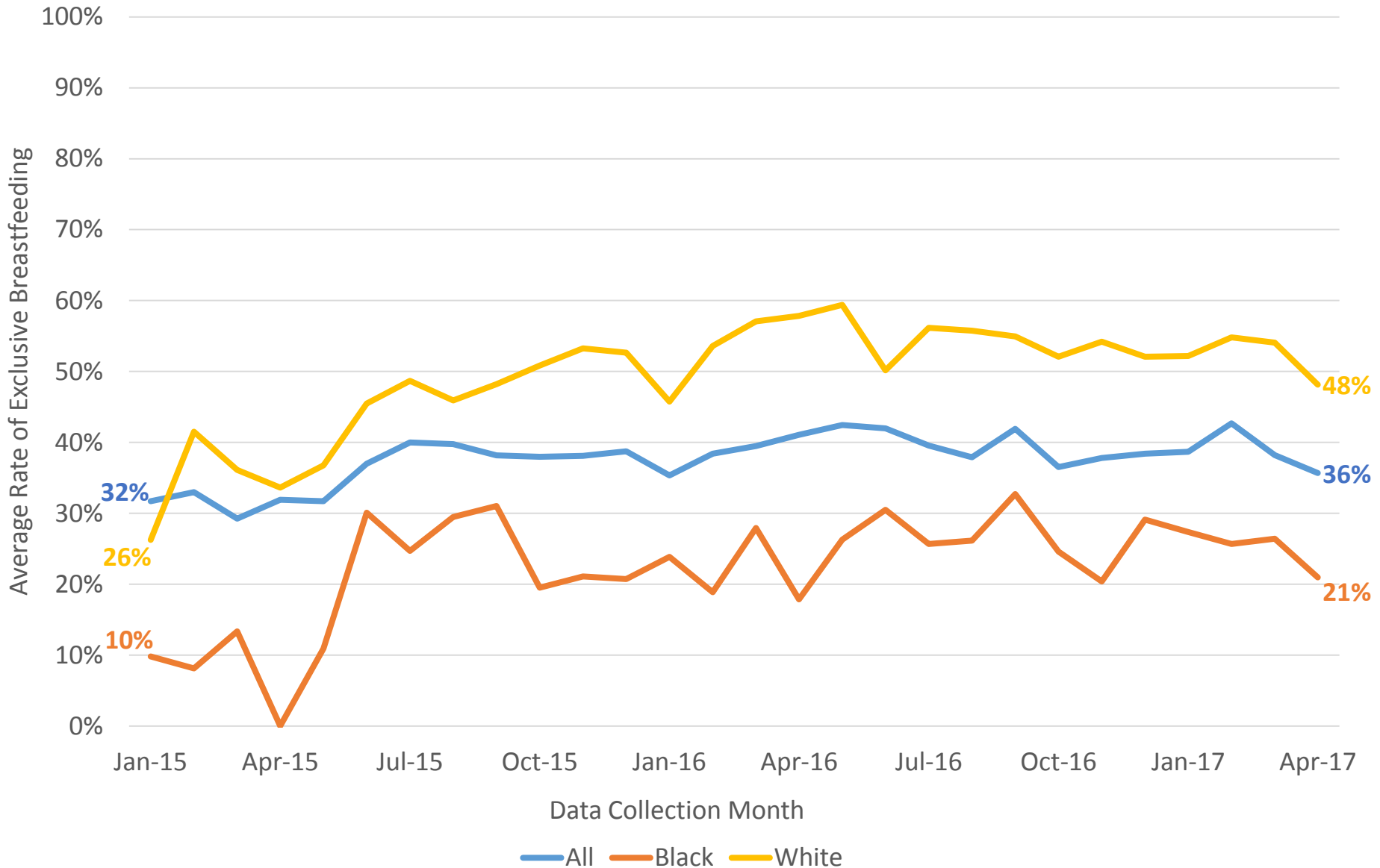
CHAMPS hospitals and BF USA 4D Pathway Status



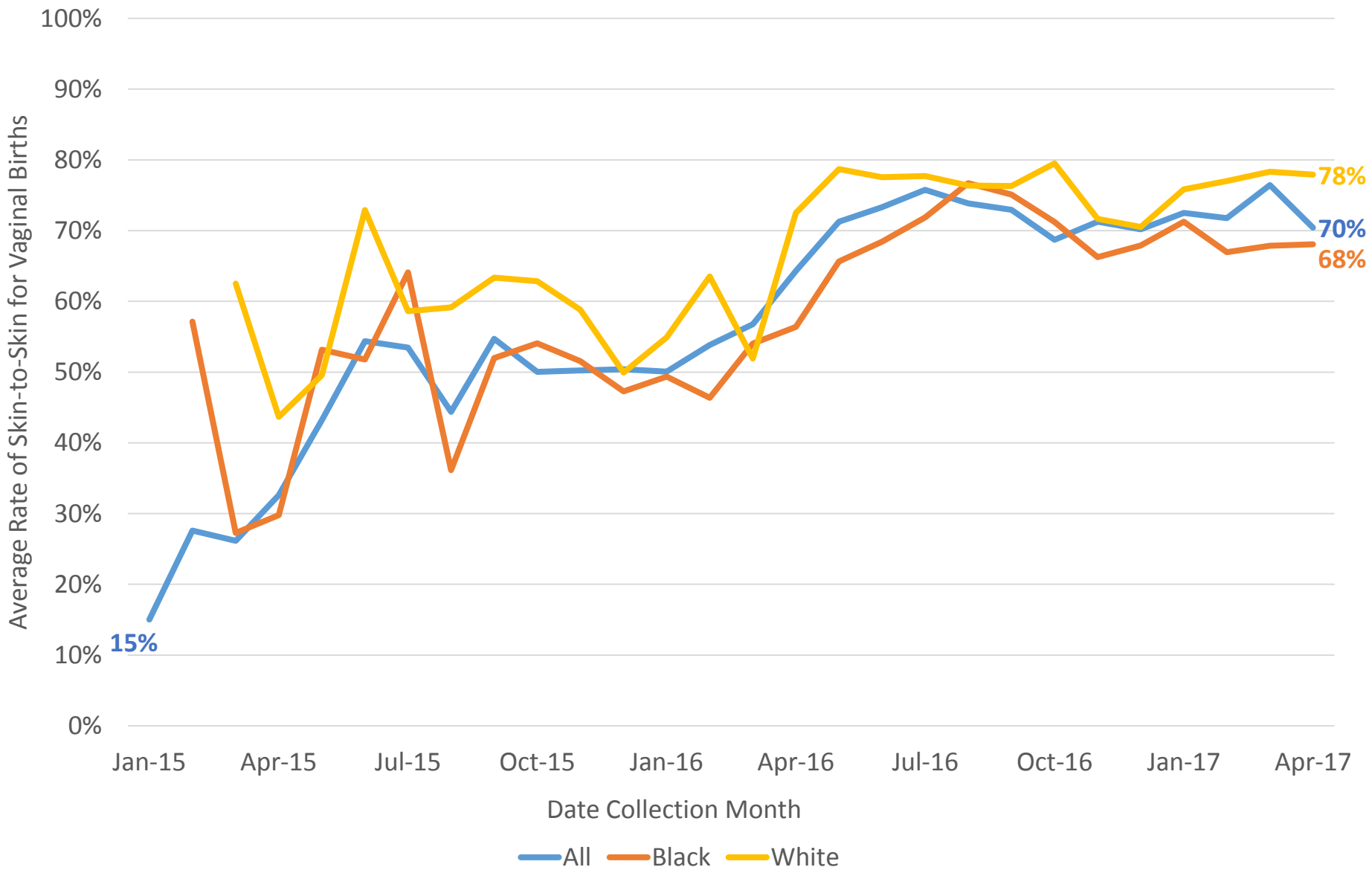
All CHAMPS: Breastfeeding initiation



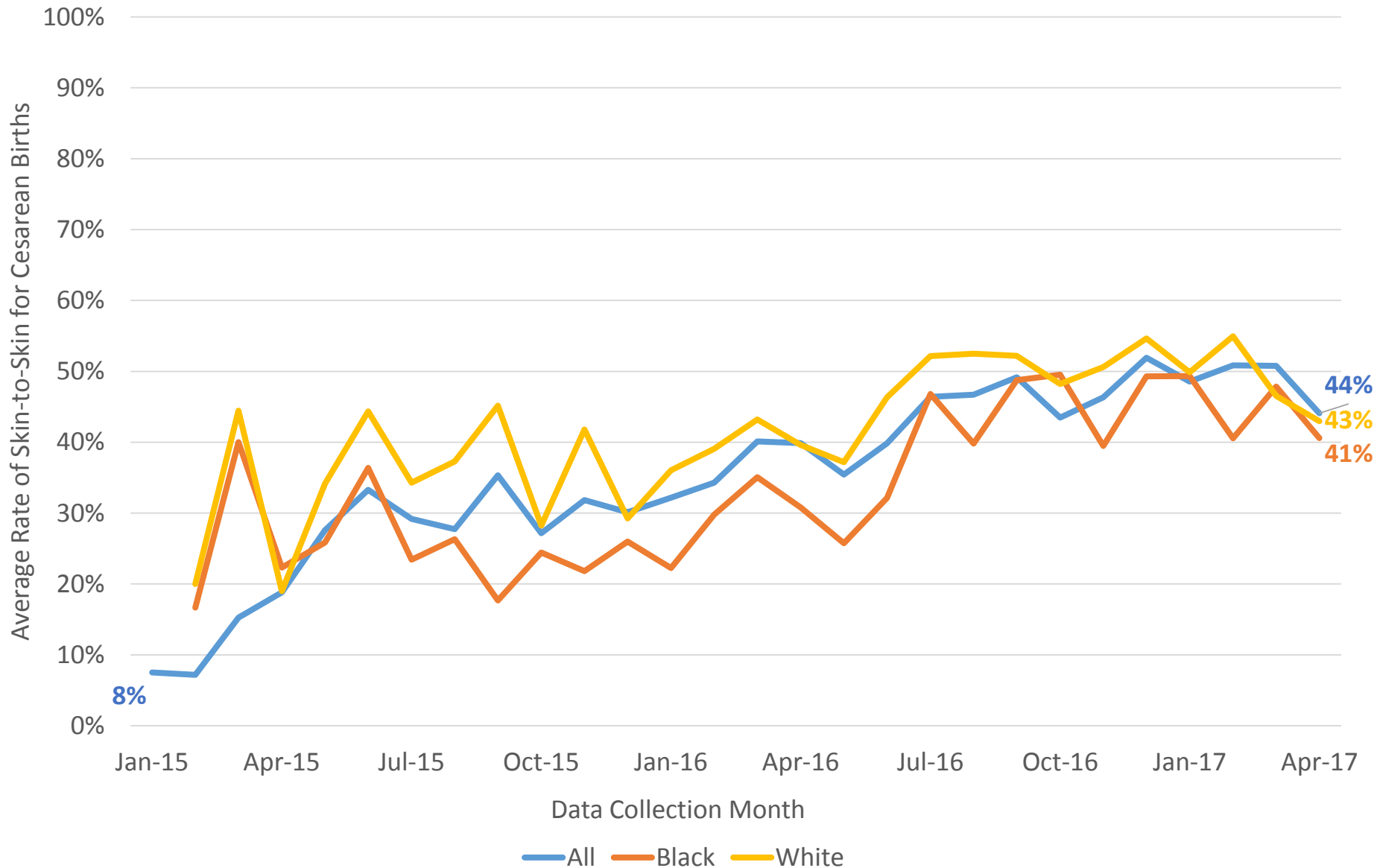
All CHAMPS: Breastfeeding exclusivity



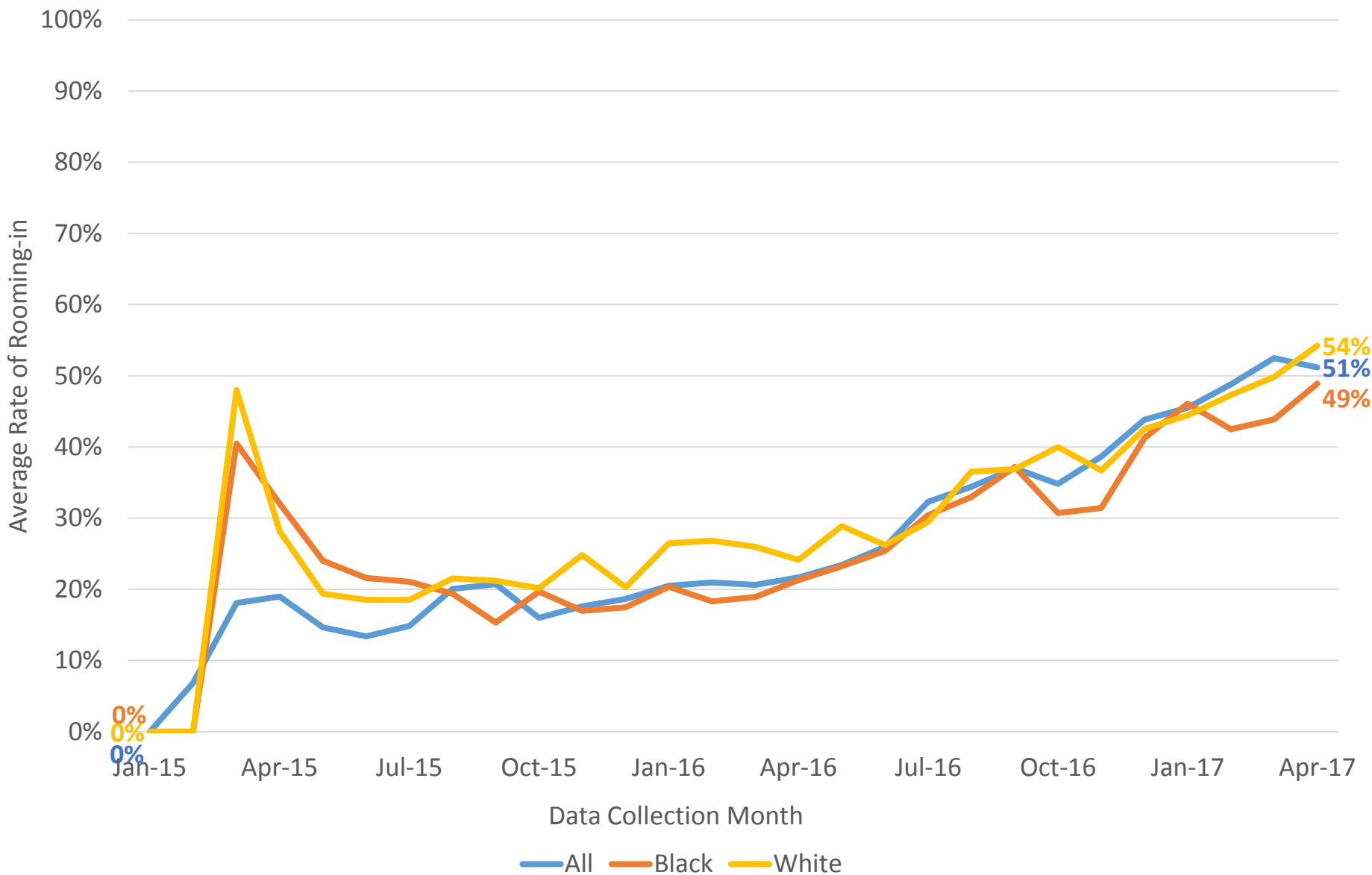
All CHAMPS: Skin-to-Skin post vaginal births



All CHAMPS: Skin-to-Skin post Cesarean birth



All CHAMPS: Rooming-in





Momentum in Mississippi!



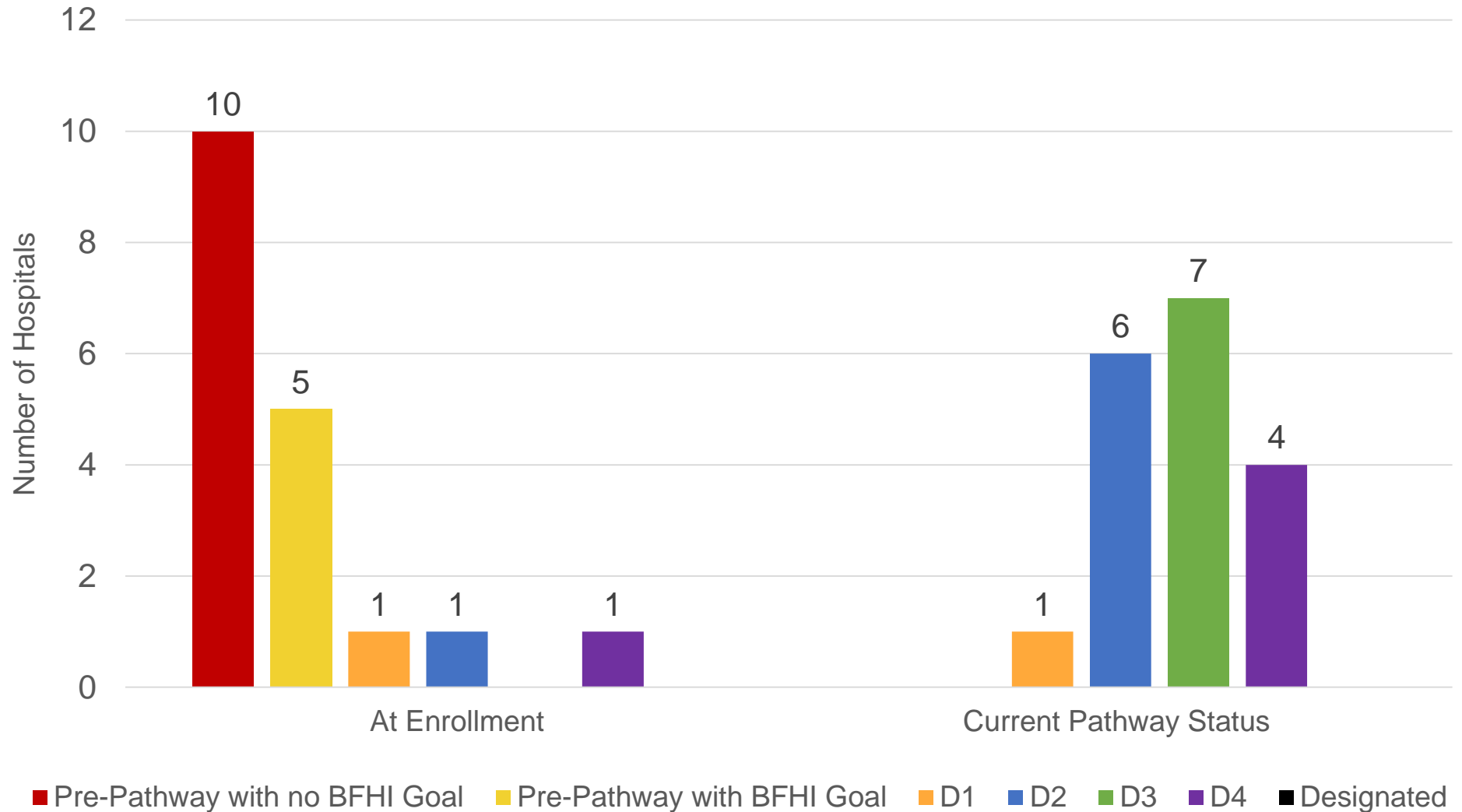
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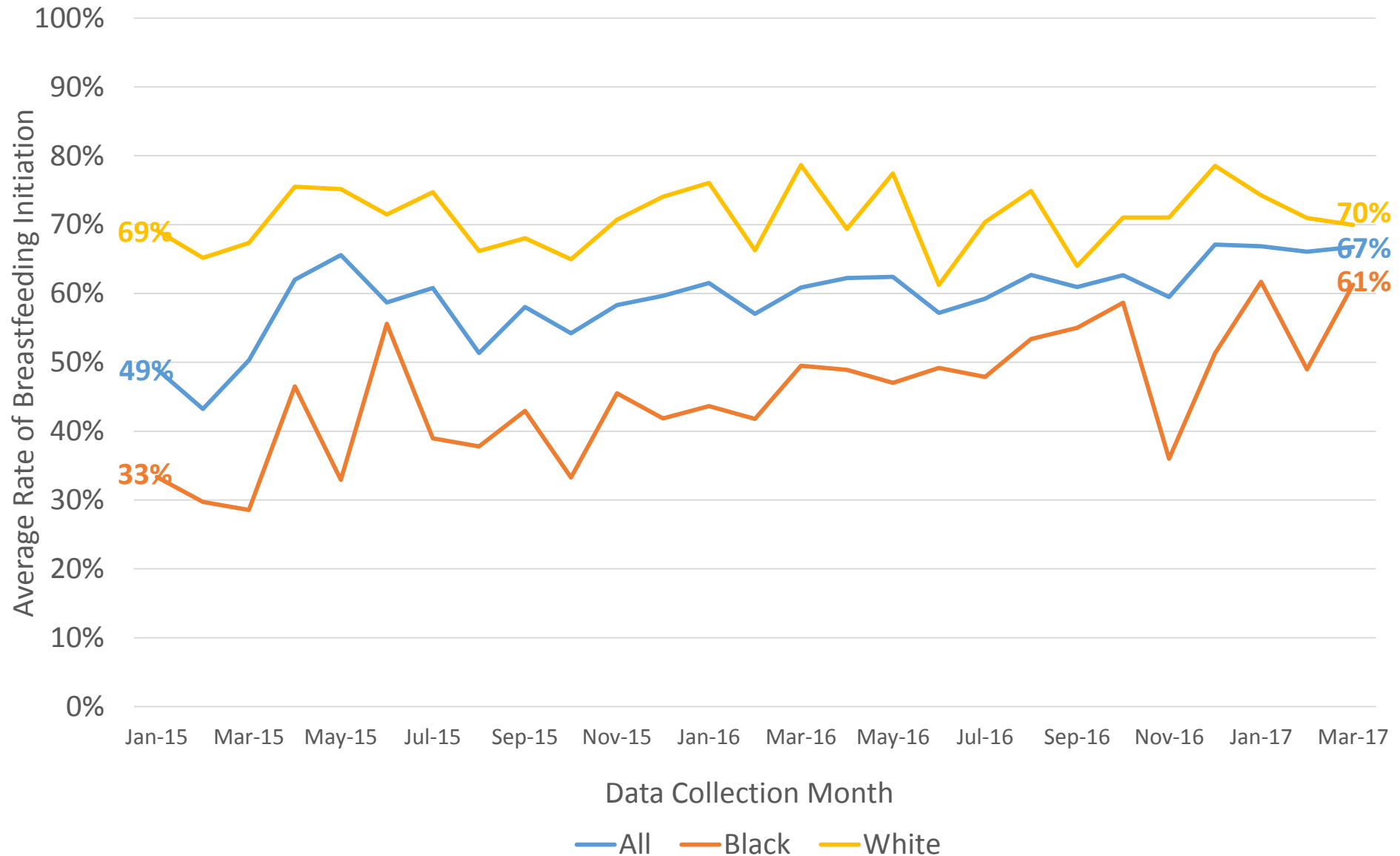
CHAMPS in Mississippi 2014-17

- Enrolled 18 hospitals
- All MS CHAMPS hospitals on the Baby-Friendly Pathway
- Over 80% of ALL birthing hospitals in Mississippi are on the Pathway

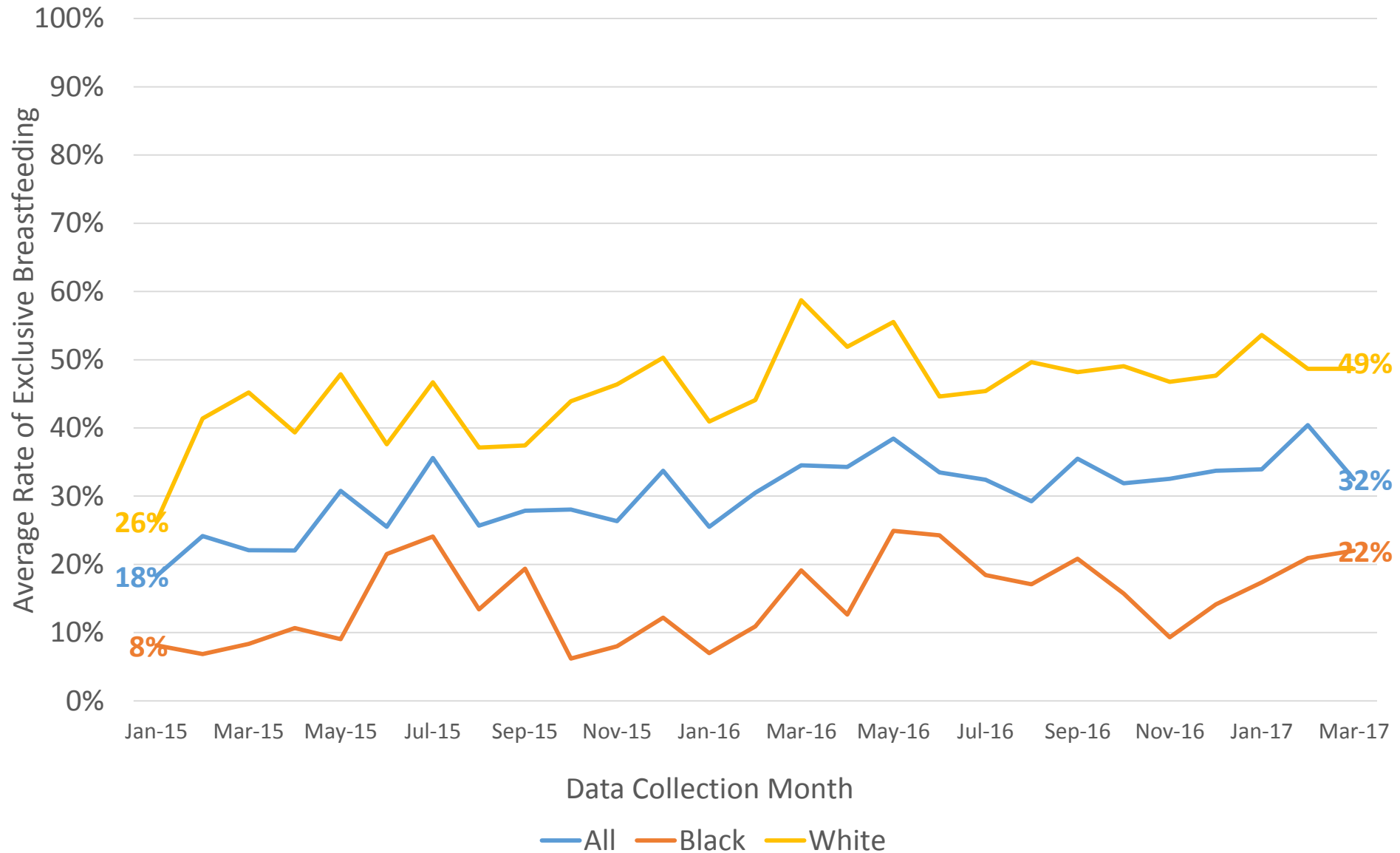
MS CHAMPS BFHI 4-D Pathway Status



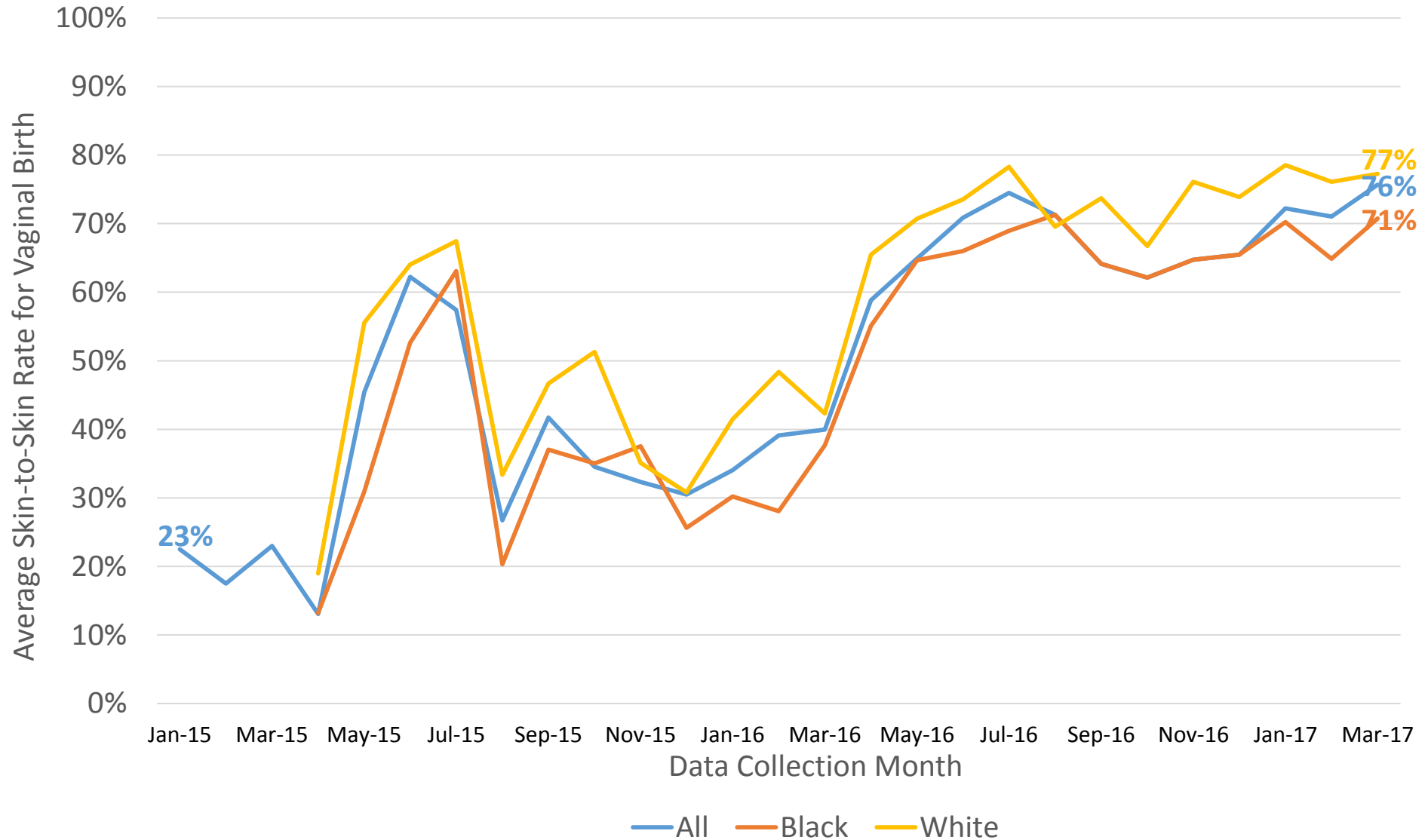
MS sites: Breastfeeding initiation



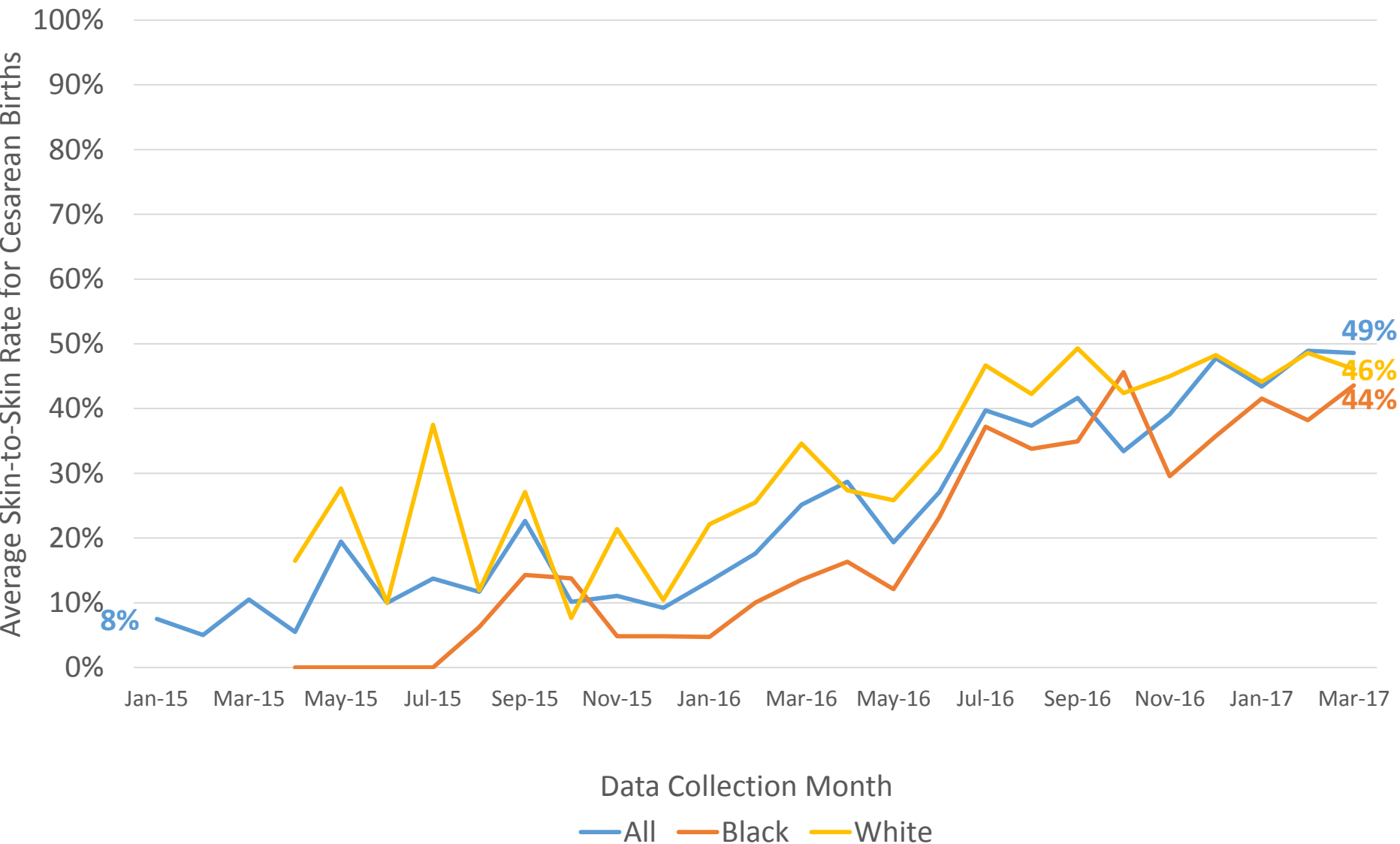
MS sites: Exclusive breastfeeding



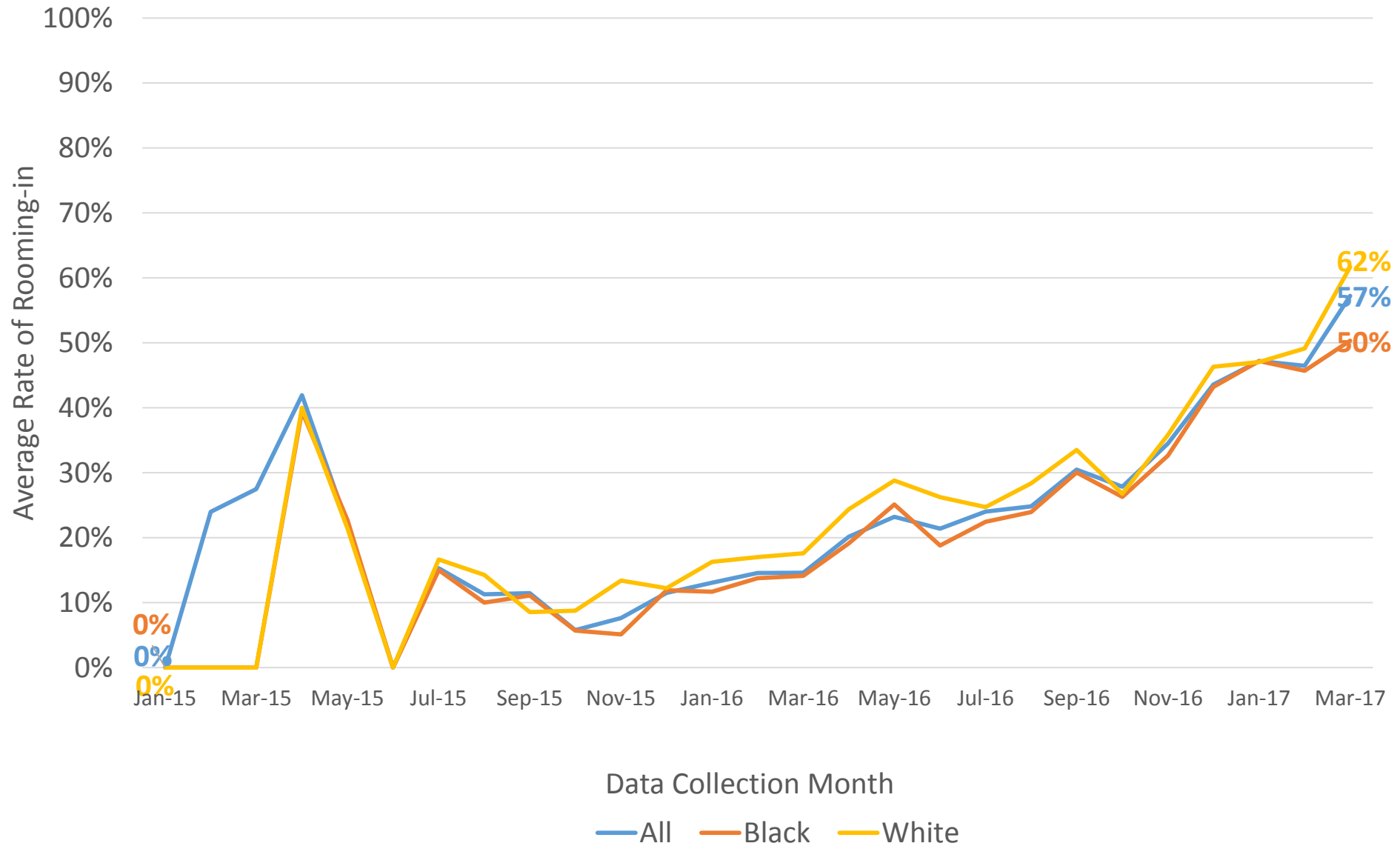
MS sites: Skin-to-Skin post vaginal birth



MS sites: Skin-to-Skin post Cesarean birth



MS sites: Rooming-in



So....What happens next?

- CHAMPS South funds expire July 31, 2017
- New funds from the W.K. Kellogg Foundation and Bower Foundation will enable work in Mississippi from Aug 1, 2017 for 3 years
- Goals
 - Enroll new MS hospitals
 - Continue to put communities 1st
 - Improve MCH practices
 - Increase breastfeeding rates
 - Reduce racial disparities
 - Help all MS CHAMPS hospitals to become Baby-Frien



Enrollment: MS CHAMPS

- 18 hospitals in CHAMPS to continue
- 14 new hospitals asked to join so far
- 11 completed application process
- 7 site visited in May/June
- Starting to enroll new hospitals
- Open for applications!

What is CHAMPS, again?

- Based at Boston Medical Center
- Part of our new Center for Health Equity, Education, and Research
- We are *not* Baby-Friendly USA
- Baby-Friendly USA is the non-profit that assesses and designates Baby-Friendly status
- CHAMPS provides TA and support for hospitals seeking Baby-Friendly status
- **CHAMPS IS FREE TO HOSPITALS!**



How do we sign up?

- To request an application form:
 - Email CHAMPSbreastfeed@gmail.com
 - Download a copy from our website:
www.cheerequity.org/become-a-champs-hospital.html
- Send completed applications to
CHAMPSbreastfeed@gmail.com
- Any questions? Feel free to email the CHAMPS Team!

