

Wednesday Webinar

Hospital Experiences: Staff Education

November 9th, 2016

11:00am-12:00pm (central time)

Kathy Parkes, MSN-Ed, BSPsy, IBCLC, FILCA

CHRISTUS Santa Rosa Hospital – New Braunfels

Michelle Tschida, CNM, IBCLC

Alaska Native Medical Center

Paula Hamilton, RNC-OB, IBCLC

OCH Regional Medical Center

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



Upcoming Wednesday Webinars

- December 14th – Hospital Experiences: Audit Tools – How We Used Them



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

Upcoming 4-hour Clinical Skills Trainings

Open to all CHAMPS hospitals!

- November 10th at Merit Health Batesville in Batesville, MS
- November 16th at Merit Health Wesley in Hattiesburg, MS
- December 19th & 20th at St. Tammany Parish Hospital in Covington, LA
- January 5th at Baptist Memorial Hospital Union County in New Albany, MS

<http://www.champsbreastfeed.org/events.html>



Systems for Success: The Baby-Friendly Hospital Initiative in the USA

Registration CLOSED!

For more information, visit our website: CHAMPSbreastfeed.org

Conference Date: Monday, November 14th, 2016

Location: BCBS MS Headquarters
3545 Lakeland Drive,
Flowood, MS

The number of Baby-Friendly™ Hospitals in the US is growing faster than in any other nation.

Attend this conference to learn how national projects, insurers, state-based initiatives, government agencies, and other systems are making it happen!

Organized by:

CHAMPS
(Communities and Hospitals
Advancing Maternity Practices)

Hosted by:

Blue Cross Blue Shield Mississippi

In Collaboration with:

- South Carolina Department of Health and Human Services
- Mississippi State Department of Health
- United States Breastfeeding Committee
- Baby-Friendly USA



Featured Speakers



Dawice Grossniklaus, PhD, MEd, RN, Health Scientist in the Division of Nutrition, Physical Activity, and Obesity of the Centers for Disease Control and Prevention



Kimarie Bugg, FNP-BC, MSN, CLC, President and CEO of Reaching our Sisters Everywhere (ROSE)



Sarah Broom, MD, Medical Director of Blue Cross Blue Shield Mississippi



Trish MacEnroe, BS, CDN, CLC, Executive Director of Baby-Friendly USA



Tawanda Logan-Hurt, BSW, Breastfeeding Coordinator, District II

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Mississippi CHAMPS Conference

Registration OPEN!

Click here to register: <http://bit.ly/28TFwmt>

Date: Thursday November 17th, 2016

Location: Table 100

100 Ridge Way,
Flowood, MS 39232

What? A meeting for all Mississippi and Tennessee CHAMPS Hospitals for 1 day of learning, collaborating, networking, and sharing experiences

Who can attend? The conference is free to CHAMPS hospital teams and community partners

Funded by

The Kellogg Foundation
&
Blue Cross Blue Shield MS

Questions? Email CHAMPSbreastfeed@gmail.com
For updates, please visit CHAMPSbreastfeed.org



Featured Speakers



An Unbreakable Bond... Bringing Baby-Friendly to the OR

Natasha Goss-Voisin, MD

OB/GYN at Ochsner St.
Anne General Hospital



Rodney Gisclair, Jr., CRNA

Lead Certified Registered
Nurse Anesthetist Ochsner
St. Anne General Hospital



Fathers' Uplift

Charles C. Daniels, Jr., MSW,
LICSW, CEO and Founder of
Fathers' Uplift



*Culture, Trauma, and Mothering:
It's All Connected*

Camie Jae Goldhammer, LICSW,
MSW, CLE, IBCLC, Founder and
Chair of Native American
Breastfeeding Coalition of WA



Communities at Work

Kimarie Bugg, FNP-BC,
MSN, CLC, President
and CEO of ROSE

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**Now the 18th
Baby-Friendly
Hospital
in Texas!**

Kathy Parkes, MSN-Ed, BSPsy, RN, IBCLC, FILCA

Christus Santa Rosa Hospital – New Braunfels

New Braunfels, TX

Christus Santa Rosa Hospital - New Braunfels

- Previously McKenna Memorial Hospital, not-for-profit, privately owned facility
- Merged with CHRISTUS corporation, the only faith-based, not-for-profit hospital system in the San Antonio area
- New Braunfels
- <https://youtu.be/OU6ytRQrvLQ>



Christus Santa Rosa Hospital - New Braunfels

- 2005--Centralized nursery, pediatricians, separated care
- 2009--With merger, large staff turnover
- 2008--Began BFHI work in earnest
- 2012--Entered Discovery Phase
- 2013--Entered Development Phase
- 2014--Entered Dissemination Phase
- 2015--Entered Designation Phase
- October 2016--Designated Baby-Friendly Hospital

Staff Education

➤ Education

- Gentle introduction to build trust
- Lots of research



gg53680201 www.gograph.com



Staff Education

➤ Education

- Healthstream
- Step2Education
- One-on-one



Staff Education

➤ Before:



➤ After:



Staff Education

➤ What worked?

- Humor
- Gentle persistence
- Multiple sources
- Varied presentation styles
- Peer pressure

➤ What didn't work! (Or made things more difficult...)

- No dedicated hours
- Not letting someone else “run the show”
- Disinterest by Breastfeeding Committee members
- Opposition by physicians
- Punishment

Next Steps

Comfort is the enemy of
achievement.

--Unknown

Alaska Native Medical Center Staff Education



MICHELLE TSCHIDA, CNM, IBCLC

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Training Requirements for Baby-Friendly



- **Maternity Nursing Staff**
 - 20 hours
 - ✦ Inclusive of 15 sessions identified by UNICEF/WHO
 - ✦ 5 hours of supervised clinical experience
- **Healthcare Providers with privileges for labor, delivery, maternity, and nursery/newborn care**
 - 3 hours of education pertinent to their job role
- **Others (not limited to):**
 - Pharmacist - importance of exclusive breastfeeding, medications acceptable for breastfeeding
 - Social worker, discharge planner - importance of exclusive breastfeeding, community resources that support breastfeeding
 - Anesthesiologist - importance of exclusive breastfeeding, importance of immediate skin-to-skin contact
 - Radiology - importance of exclusive breastfeeding, where to find out about safe medications for use during lactation, where to find appropriate information on use of radioisotopes during lactation

How do you want to deliver the information ?



Develop Own Course

- **Pros**
 - Better retention of material
 - Can incorporate hands on training
 - Specific to the patient population
- **Cons**
 - A LOT of work
 - Needs a very dedicated staff to pull this off
 - Expense

Use web-based purchased course

- **Pros**
 - Scheduling
 - Convenience for night shift
- **Cons**
 - Expense (\$74)
 - ✦ <https://www.lactationtraining.com/our-courses/online-courses/baby-friendly-hospital-training>
 - Less effective teaching method

How to make a course



- **World Health Organization**
 - 274 page guide on what to say and how to deliver the 20 hour course
 - However, not designed for the digital world ☹
 - http://apps.who.int/iris/bitstream/10665/43593/5/9789241594981_eng.pdf
- **Healthy Children's Project**
 - Learn to Teach the 20 Hour Course
 - <http://www.healthychildren.cc/maternalInfant.htm#teach20>
 - \$520-\$595 per person + \$850.00 (optional training materials)

BABY-FRIENDLY HOSPITAL INITIATIVE
Revised Updated and Expanded
for Integrated Care

SECTION 3

**BREASTFEEDING
PROMOTION AND SUPPORT
IN A BABY-FRIENDLY HOSPITAL**

A 20-HOUR COURSE FOR MATERNITY STAFF



2009

Original BFHI Course developed 1993



Video Resources



- **Global Health Media**
 - <http://globalhealthmedia.org/videos/>
- **Stanford Medicine**
 - <https://med.stanford.edu/newborns/professional-education/breastfeeding/hand-expressing-milk.html>
- **BreastFeeding Inc**
 - <http://www.breastfeedinginc.ca/content.php?pagename=videos>
- **The Magical Hour**
 - http://magicalhour.com/purchase_magical_hour.html
- **Saving Brains, A Grand Challenge**
 - <https://www.youtube.com/watch?v=vwOTkwjzpZU>
- **Medela**
 - <https://www.medela.com/breastfeeding-professionals/research/infant-sucking>

[participant guide]



PIIPIM ILAI:
Baby-Friendly Hospital Initiative



Picture Resources



- WHO
 - http://apps.who.int/iris/bitstream/10665/43593/6/9789241594981_eng_slides.pdf
- Medela
 - <https://www.medela.com/breastfeeding-professionals/advice/preparing-for-breastfeeding/breast-anatomy>
- Global Health Media
- United State Breastfeeding Committee Photo Project
 - <http://www.usbreastfeeding.org/photo-project>



Implementing

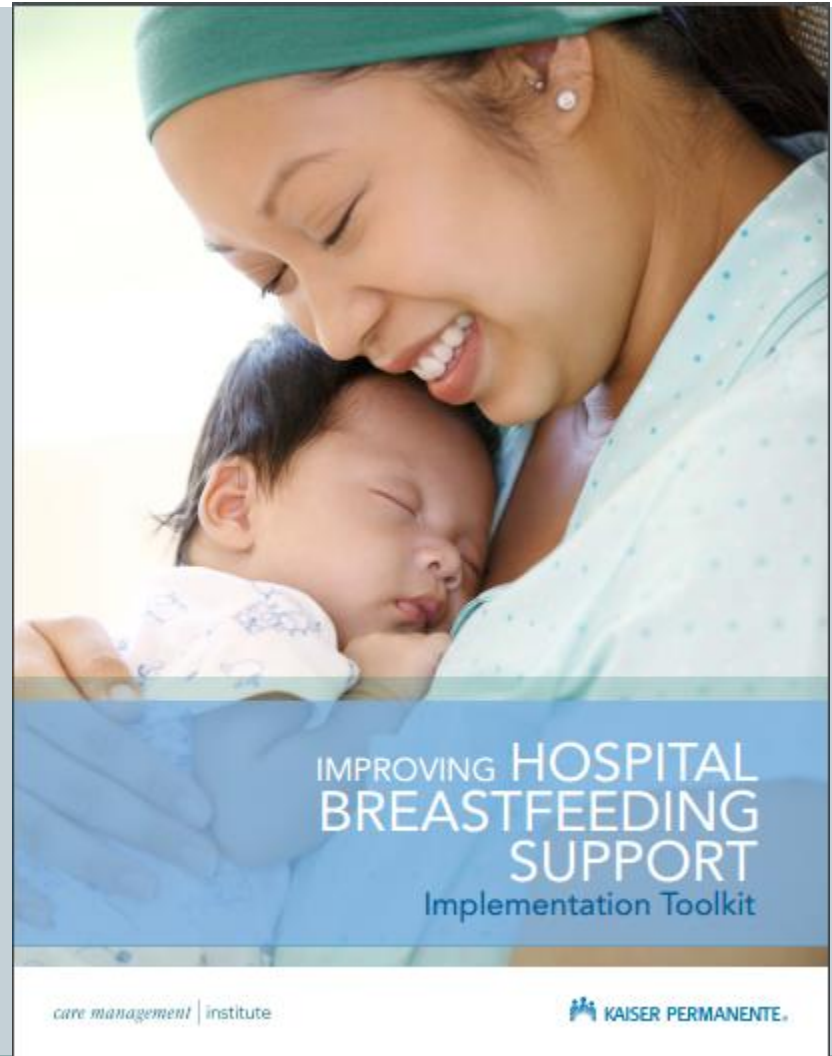


- **Months before...**
 - Room reservations
 - Scheduling employees into the course
 - CME applications
- **Week before...**
 - Email/Invite to class
 - Printouts of education materials
 - Printout of CME certificates/sign-in sheets/evaluations
 - Make signup calendar for clinical competency check offs
 - Order food
- **Day before...**
 - Room preparation
 - Audio and video set up
- **Day of...**
 - Be early so things can start on time(ish)
- **After...**
 - Turning in evaluations/sign-in sheets
 - Logging training

Hands on experience



- 1 hour done during the didactic course
- 4 hours scheduled with IBCLC
- Competency checklist
 - <http://kpcmi.org/wp-content/uploads/2013/03/kaiser-permanente-breastfeeding-toolkit.pdf>



Other

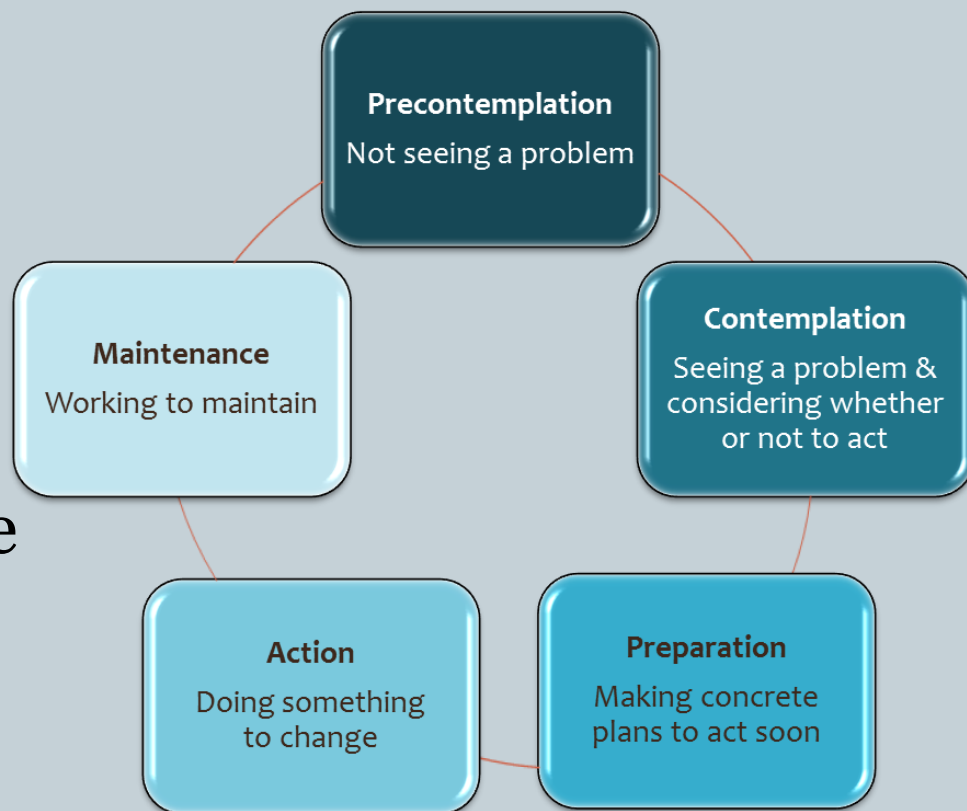


- Web-based 20-30 minute presentations reviewing required material
- Tracked through computer system

Lessons Learned



- Its going to take longer than you think
- It is **WAY** more work than you think it is
- Change is **HARD**
- Staff training does make a difference



Thank You



QUESTIONS??

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Paula Hamilton, RNC-OB, BSN, CCE, IBCLC, RLC, CPST
OCH Regional Medical Center Starkville, MS



COMMUNITIES AND HOSPITALS
ADVANCING MATERNITY PRACTICES

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OCH Regional Medical Center

Newborn Deliveries 947 / year October 1, 2015 - September 30, 2016

- OCH Regional Medical Center (OCH) is a licensed 96-bed acute care health facility located on a 20-acre site in Starkville, Mississippi.
- In 1973 the Hospital was constructed at its present site and was named Oktibbeha County Hospital.
- In 2007 the Board of Trustees, through the Hospital's Long Term Strategic Plan, approved a more comprehensive and integrated approach to marketing the Hospital to the Golden Triangle Community, and with focus surveys with community members, it was felt the name did not convey the geographic area serviced by the Hospital.
- In February 2010 the Board of Trustees recommended to the Oktibbeha County Board of Supervisors that the legal name not be changed but that the Hospital operates using "Doing Business As" d/b/a OCH Regional Medical Center.

OCH Regional Medical Center

POPULATION OF OCH REGIONAL MEDICAL SERVICE AREA

- A total of 177,387 people live in the 3,515.24 square mile report area according to the U.S. Census Bureau American Community Survey 2010-14 5-year estimates. The population density for this area, estimated at 50.46 persons per square mile, is less than the national average population density of 88.93 persons per square mile. OCH's service area is comprised of 51.62% who identify as female and 48.38% who identify as male.
- Median age in Oktibbeha County was 25.3 years, Choctaw County was 42.8 years, Clay County 39 years, Lowndes County 36 years, Noxubee County 36.6 years, Webster County 41.1 years, and Winston County 40.3 years.
- The service area can be further defined by race as 53.76% white, 43.93% black, 1.13% Asian, 0.13% Native American/Alaskan, 0.39% some other race, and 0.66% multiple races. Additionally, 1.42% of the service area was Hispanic.

Reference: OCH Regional Medical Center

September 26, 2016 Community Health Needs Assessment Report

Staff Education

Implementation Paths -

Mississippi Nurse's Foundation CEU's

Lactation Education Resources

Role Plays

Hand Expression Video and Belly Beads

Read and Sign Sheets

"Potty" Trainings



What it was like at our hospital before you started the Baby-Friendly Process?

Skin to skin and rooming in only occasionally requested.

What worked best for us?

Having Hospital and Nursing Administration support to move forward.

Nursing Stakeholder Team Meetings and Unit Meeting discussions.

What would we have done differently?

RAPP Training and Charting Implementation started along with Skin to Skin Initiation.

Start date for implementation of rooming in for all patients more clearly defined.

Next Steps

Main Goals Moving Forward –

Intranet Mandatory Inservice for all staff

MD Training Online

Scripting Tools

RAPP Assessment Training & Implementation for SUPC

(The assessment tool is called the Respiratory, Activity, Perfusion, and Position tool (RAPP))

Newborn Follow Up Clinic Shadow Requirement

Suzanne Colson, PhD:

“Does the Mother's Posture Have a Protective Role to Play During SKIN-to Skin Contact “

Research Observations and Theories

[IngentaConnect](http://www.ingentaconnect.com/content/springer/clac/2014/0000005/00000002/art00002?crawler=true)

<http://www.ingentaconnect.com/content/springer/clac/2014/0000005/00000002/art00002?crawler=true>

Safe Positioning for Skin-to-Skin Contact



Check list

- Face can be seen
- Head is in 'sniffing' position
- Nose and mouth are not covered
- Head is turned to one side
- Neck is straight, not bent
- Shoulders are flat against Mom
- Chest-to-chest with Mom
- Legs are flexed
- A little upright, not flat, on bed/chair
- Cover the back with blankets
- Both are watched when sleeping or
- baby is being monitored

If no one can watch you and your baby after feedings and when sleep is likely, put your baby on his or her back on the baby's own firm bed.



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Questions?

- Upcoming webinars
 - December 14th – Hospital Experiences: Audit Tools – How We Used Them



- Thanks for joining today!

- These slides and a recording of the webinar will be uploaded to our website this afternoon.