



Presents...

Building a Baby-Friendly Taskforce

Emily Taylor, MPH, IHI-IA, LCCE, CD(DONA)

Laura Burnham, MPH

This webinar is being recorded.

Please MUTE your line by pressing *6. Please do not press hold.

Today's Presenters



Laura Burnham, MPH
Project Manager



Emily Taylor, MPH, IHI-IA, LCCA, CD(DONA)
Associate Director for Hospital Improvement

Objectives

By the end of this webinar, participants will:

- Describe the purpose of a Baby-Friendly Taskforce
- List people to include
- Describe best practices for operating as a taskforce

Purpose of the Taskforce

- To provide structure for change management team work
- To build facility-wide investment in the project, as appropriate
- To ensure effective communication across groups
- To promote continuity of care for those you serve
- To ensure inclusion of various perspectives and styles
- To divide tasks strategically

The Participants

Who to include on your team?

- Core Improvement Team
- Sub-committees
- Ad Hoc Members

Participants: Core Improvement Team

- CHAMPS/Baby-Friendly Team Lead*
- Nursing Staff
 - Labor and Delivery
 - Mother-Baby/Postpartum
 - Day and night shift
 - Nursing Management
 - Nurse Educator
- Lactation Staff
- OB/GYN Physician Lead
- Pediatrician Physician Lead
- Hospital Management
- Prenatal Clinics
 - Manager / Liaison
- Community/Patient Representative



Use CHAMPS
Team Roster
to start
populating
your team.

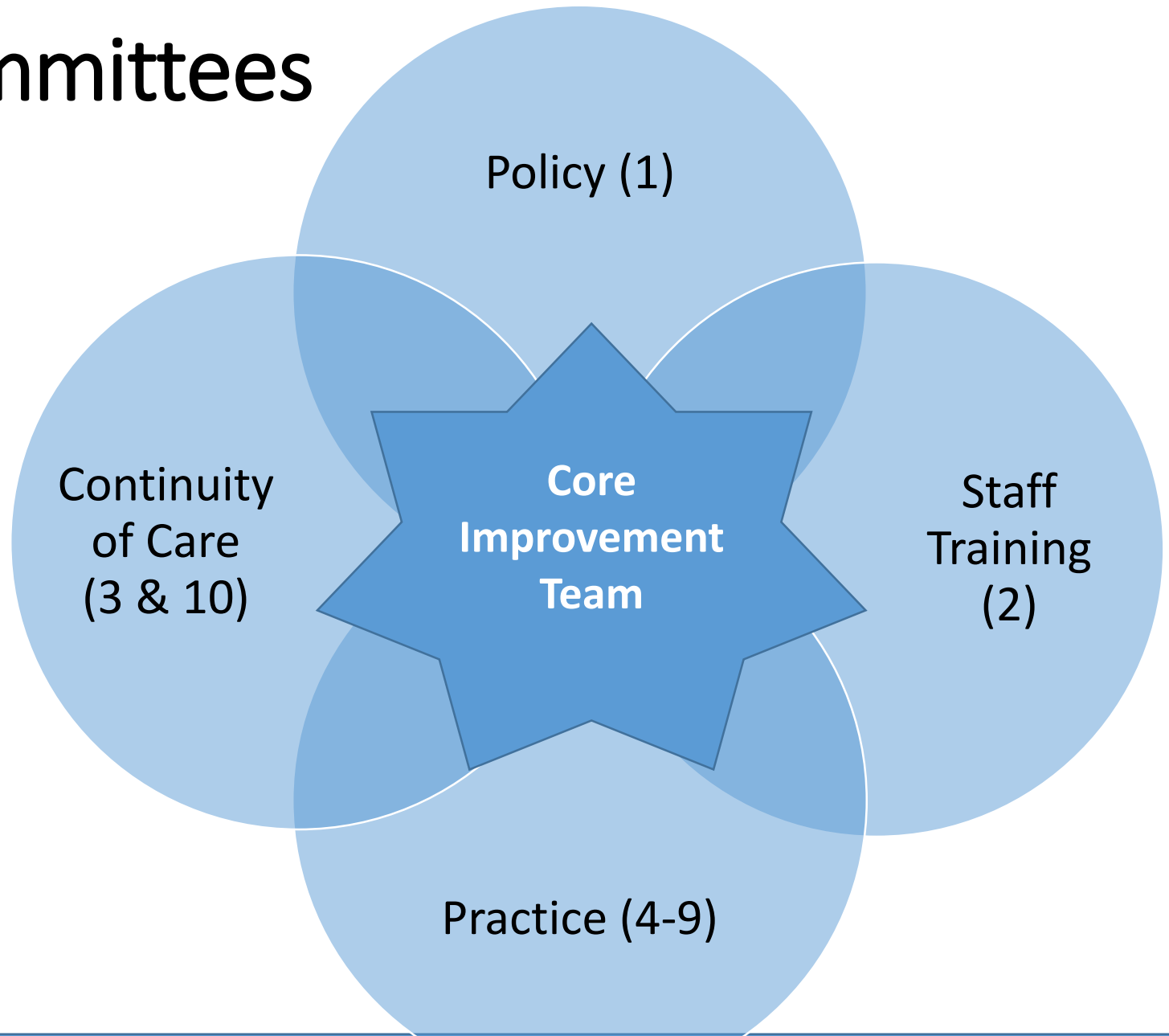
Participants: Ad Hoc Members

- NICU Manager
- Nurse Educator
- Director of Continuing Medical Education
- IT / EMR
- Purchasing
- Patient Education / Health Literacy
- Marketing & Public Relations
- Medical Billing
- Other Community Groups
- Anesthesia Champion

A Word on the Team Lead



Sub-Committees



Best Practices

- The first meeting
- What every meeting should include
- Setting goals

The First Meeting

- Schedule a mutually-beneficial time and location
- Highest office possible: send formal request to attend
- Prepare agenda and presentation materials
- Send reminder to attend (include the agenda)

The First Meeting: Setting the Agenda

- Introductions
- Review project goals and resources. Invite input. Share ownership.
- Establish Operating Norms
- Begin articulating short-, mid- and long-term goals
- Agree to meet again

Materials to Share with the Team

- BFUSA *Guidelines and Evaluation Criteria*
- The Ten Steps to Successful Breastfeeding

Setting Goals

- Describe the current maternity practices at your hospitals
- Review The Ten Steps to Successful Breastfeeding and BFHI Criteria
- Identify long-term goal (3 years)
- Identify mid-range goal (1 year)
- Identify short-term goals / priorities (1 month)
 - Tasks you will work on before the next taskforce meeting
- Assign tasks! Subcommittees can be created for each goal

What every meeting should include:

- Set a **standing time** and place to meet each month
 - For example: the first Monday of every month at noon
- Send out **meeting reminder** with the **agenda**
 - Encourage ad hoc team members to attend when the agenda items apply to them
- Assign someone to take the **meeting minutes** or notes
 - After the meeting send these out to the entire team, so that those who aren't able to attend the meeting can stay updated
- Share your results and successes!

Sustaining Enthusiasm

- Nurture with food &/ drink
- Value every participant's role
- Make it easy to attend and participate
- Offer opportunities to shine
- Highlight forward momentum
- Keep it fun
- Consider “Purpose Driven Leadership”

Ochsner St. Anne



