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**CHAMPS:
COMMUNITIES AND
HOSPITALS ADVANCING
MATERNITY PRACTICES**

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Call Agenda

1. The big picture
2. Background
3. Team members
4. Hospitals – goals and assistance
5. Community – goals and involvement
6. Questions
7. Contacts

Overview

- CHAMPS: Communities and Hospitals Advancing Maternity Practices
- Breastfeeding-focused initiative to improve MCH outcomes and exclusive breastfeeding in MS, NOLA, and S Texas
- Start date August 1, 2014; 3 year project
- Funding: WK Kellogg Foundation

Why this matters in NOLA: Dr Joia Crear-Perry

- ⦿ National Medical Association Board of Trustees
Region V Chair
- ⦿ Executive Director of the Birthing Project
- ⦿ Former Director of Women's and Children's
Services at Jefferson Community Healthcare
Center, and Director of Clinical Services, City of
New Orleans Health Department
- ⦿ Trained @ LA State University and Tulane
University School of Medicine
- ⦿ ACOG Fellow

Monica McDaniels MS, LDN, RDN
Assistant Director-Nutrition Services
Louisiana Department of Health and
Hospitals, Office of Public Health

- Highest WIC BF rates
- No Baby Friendly Hospitals in NOLA
- Strong Great Community Support
- Breastfeeding Stabilization
- Consistent Messaging
- Litmus and Model for the State

Louisiana Department of Health and Hospitals-Breastfeeding Support Efforts

○ WIC Program

- Target WIC participants
- Breastfeeding Peer Counselor Program
- Community Engagement
- Routine Breastfeeding Training

○ Bureau of Family Health

- Target Louisiana Hospitals
- GIFT Initiative (2007)
- LA BF Coalition Staff Support
- Expanding reach to hospitals with Coffective Team
- 2 BF Friendly Hospitals in LA

Louisiana WIC BF Data

- Fully Breastfeeding Women: 1,722
- Partially BF Women: 1,765
- Mostly BF < 1/2 1,311
- Minimally BF > 1/2 454
- Louisiana BF Rate: 19.3%
- Total WIC Participation: 133,697
- Pregnant: 16,527
- BF Woman: 3,487

CHAMPs objectives: Big picture

- Increase exclusive breastfeeding rates in the South
- Enroll 25 hospitals in MS, NOLA, S Texas
- Help at least 10 of those hospitals to become Baby-Friendly
- Improve MCH practices in 25 hospitals

CHAMPs team members

- The Breastfeeding Center, Boston Medical Center: Anne Merewood & team
- Reaching Our Sisters Everywhere (ROSE) Kim Bugg & team
- Funding: the W. K. Kellogg Foundation



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Boston Medical Center....

- ◎ 2,500 births/year
- ◎ LIII, 15 bed NICU
- ◎ Boston University School of Medicine
- ◎ Residency programs in Pediatrics, Ob/Gyn, Family Medicine +++
- ◎ Largest safety net hospital in New England (former Boston City Hospital)

BMC patients

- 56% Black
- 25% Hispanic
- 11% White

- 53% Medicaid
- 24% No health insurance

- 80% WIC eligible



1997 – 1st lactation person...

- ◎ “See breastfeeding mothers” (no-one knew who they were)
- ◎ Pediatric service: 0/1000 telephone triage calls re breastfeeding
- ◎ First day in nursery:
 - Staff knowledge poor
 - Hospital policies obstructive
 - “Our mothers don’t want to breastfeed”

BMC new approach: “*WE* are the problem, not *THEM*”

- ⦿ Change hospital policies and systems that were keeping mothers and babies apart and obstructing breastfeeding
- ⦿ Educate staff about lactation
- ⦿ Reduce infant formula influence in the hospital

BMC breastfeeding rates pre and post Baby-Friendly

Philipp, Merewood, et al. *Pediatrics* 2001;108:677

	<u>1995</u>	<u>1999</u>	p
Initiation - all	58%	87%	<.001
Initiation - US AA	34%	74%	.001
Exclusive - all	6%	34%	<.001

BMC NICU rates pre and post Baby-Friendly

Merewood et al. *J Hum Lac* 2003;19(2):166

	<u>1995</u>	<u>1999</u>	<u>p</u>
Initiation rate - all	35%	74%	<.001
US born AA	35%	64%	.03
Non US born AA	27%	81%	.001
Any breastmilk 2 wks	28%	66%	<.001

BFHI work before CHAMPs...

- ◎ BMC
- ◎ Consulting
- ◎ New Jersey (10)
- ◎ Oklahoma (60?)
- ◎ NICHQ (89)
- ◎ IHS (13 +)



Anne Merewood PhD MPH IBCLC
Assoc. Prof Pediatrics, BUSM
Editor in Chief, Journal of Human
Lactation

Kim Bugg, ROSE

- Formerly Emory School of Medicine NP, Pediatrics
- BestFed Beginnings Regional Faculty
- Community Health Leadership Program, Satcher health leadership Institute, Morehouse School of Medicine Associate
- United States Breastfeeding Committee, Board of Directors



FNP-BC, MSN,
MPH, CLC,
Change Leader for
Reaching Our
Sisters
Everywhere, Inc.

Jere McKinley BA

National Program
Director,
Health Connect One



The Power of Peer to Peer Support

October 21, 2014 New Orleans, LA

Agenda

8:30 a.m.	Registration and Continental Breakfast
9:00 am	Welcome and Getting Acquainted
9:30 am	First Foods: Exploring Healthy Babies & Healthy Communities- Panel Discussion
10:30am	Break
10:45am	Social Media
11:30am	Roundtable Discussion
12:30 p.m.	Lunch
1:30 pm	Roundtable Discussion
2:30 p.m.	Collective Action Workshop
3:30 p.m.	Closing Remarks
3:45 p.m.	Reflection
4:00 p.m.	Evaluations, Certificates of Attendance, Closing

Goals & Objectives

- Convene stakeholders in the region and create an atmosphere where everyone's voices are heard and valued.
- Support collective action initiatives.
- Explore the impact of maternal and child health workers.
- Strengthen partnerships among community health workers and maternal and child health leaders throughout the region.

Thank You to our Sponsor



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We greatly appreciate your generosity!

Conference topics include

- Community-based Doula
- Breastfeeding Peer Counselor
- Baby Friendly/Breastfeeding
- Daddy Involvement
- Supporting Community Health Workers
- Communities and Hospitals Advancing Maternity Practices (CHAMPS)

Expert collaborators



Roger Edwards, ScD

Assistant Professor, Bouvé College of Health Sciences, Northeastern University

Emily Taylor, MPH

Founder and Director,
Women-Inspired Systems' Enrichment (WISE)



Lori Winter, MD, MPH

Director, Division of Adolescent Medicine, Cooper University Health Care

BMC partners: Community data gathering and analysis



Michael Silverstein, MD, MPH

Director, General Academic Pediatrics, Boston Medical Center

Renee Boynton-Jarrett, MD, ScD

Assistant Professor of Pediatrics,
Boston Medical Center



BMC Project management team

Laura Burnham, MPH – Project Manager



Apexa Patel – Project Coordinator

Douglas Rockwell, BA , Manager, Research Administration and Finance, Boston Medical Center

Hospital goals

- ◎ Work with hospitals to increase compliance with 10 Steps
- ◎ Help hospitals measure:
 - Joint Commission bf rates (JC agrees to help with training)
 - Skin to skin – charting and rates
 - Rooming in – charting and rates

How?

- ◎ Connect with interested hospitals and assess strengths/areas of need
- ◎ Connect with communities around the hospitals
- ◎ Work with communities and hospitals together

Why?

- ◎ Why do this?

Objectives: Community

- Involve community partners in the hospital environment
- Link with perinatal community around/affected by the hospitals
- Create 25 “B-LINKS” community-based breastfeeding support groups
- Outreach to, cooperate with, and integrate other Kellogg grantees, community groups, partners and collaborators



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Practical help we can offer.....

- ◎ Pragmatic knowledge
- ◎ Webinars/phone conferences
- ◎ Training
- ◎ QI guidance (PDSA etc)
- ◎ Physician-specific education and “advice”

Practical help we can offer.....

- ◎ Policy guidance/charting help
- ◎ Site visits
- ◎ Outreach/education e.g. to prenatal offices serving hospitals
- ◎ Access to Kellogg Field Builders
 - US Breastfeeding Committee
 - Health Connect One

Hospitals and expectations

- ⦿ A committed TEAM with clear leadership and buy in
- ⦿ Ability to self assess
- ⦿ Host site visit team and attend regional meetings
- ⦿ Participate in webinars and calls
- ⦿ LISTEN and DO STUFF

Our expectations....

- We are aware of your time constraints
- We will offer you real time, tried and tested strategies for success
- We will tell you if we think things are not headed in the right direction.....
- We also will DO STUFF and LISTEN
- There is no cost to join

Any costs at all?

- Check out the Baby-Friendly USA website for the Baby-Friendly info <https://www.babyfriendlyusa.org/>
- Training – time for people to attend
- Physician training – free 3 hour CME course on our website (thanks Roger Edwards, 1 of our collaborators)

Interested?

- Email laura.burnham@bmc.org
- Visit our website
- We are coming to you!
 - Oct 21 at the HealthConnect One conference
 - Week of APHA conference – Nov 17-20

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Contact information

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- ◎ The Breastfeeding Center, Boston Medical Center
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