

ENROLL YOUR HOSPITAL IN CHAMPS NATIONAL

A HOSPITAL-BASED PROGRAM TO IMPROVE MATERNITY CARE PRACTICES AND BREASTFEEDING RATES

CHAMPS National is a 3-year, CDC-funded program to help hospitals increase exclusive breastfeeding rates, improve maternity care, and decrease racial disparities. A hundred hospitals across the US will get free expert training and support to safely implement the Ten Steps to Successful Breastfeeding.

HOW WILL YOUR HOSPITAL BENEFIT?



Free training

Hospitals will receive custom-made, free training on breastfeeding and best practices for maternity staff, anchored in safety, equity, and quality improvement. We will help your hospital figure out exactly what kind of training is right for you. All training will support adherence to the Ten Steps, and will thus help and support hospitals pursuing Baby-Friendly designation or re-designation.



1-on-1 coaching

Each hospital will get its own expert coach, who will help you figure out training needs, overcome barriers to change, and track data to chart your progress. Coaches are your key to success. In many cases, coaches will do onsite visits to help you even more. They are experts in hospital-based maternity care, breastfeeding, and health equity.



Join the movement

CHAMPS National will offer webinars focused on common hospital needs like overcoming staff resistance, doing skin-to-skin in the OR, and helping mothers at night. You will be part of a 100-hospital team, learning together and sharing joy and angst. CHAMPS National hospitals will present on webinars and share insights with like-minded hospitals all sharing the same goal – to improve conditions for the mothers and babies in their care. Once a year, CHAMPS will have a conference (virtual or in-person) that hospital teams can attend for free!




Connect with your community

CHAMPS National will empower your community by working with your local WIC and providing Community Transformer trainings for advocacy and breastfeeding support groups in your area.




CHAMPS WORKS!




CHAMPS has a track record of improving breastfeeding rates and decreasing racial inequities in vulnerable populations. We have worked with American Indian/Alaska Native populations, states in the South, and, most recently, Mississippi, where under CHAMPS' guidance, the number of Baby-Friendly designated hospitals increased from 0 to 29.

WHAT DOES CHAMPS ASK FROM YOU?



We ask CHAMPS National hospitals to take part in our trainings and submit anonymously collected data on breastfeeding, skin-to-skin, and rooming-in. Our expert team will guide data submission and send you attractive charts to showcase your progress to your staff.

HOW DO YOU SIGN UP?



If you are interested in enrolling, please fill out the Expression of Interest form and email the completed PDF to champs.breastfeed@gmail.com. Find the form here: <https://bit.ly/47Ekfts>.

