Wednesday Webinar

March 14th, 2018
12:00pm – 1:00 pm (Central Time)

Jumpstarting your Baby-Friendly Journey: Hospital Experiences

Becky Knapp, RN, MPH, CHEER Project Manager,
& CHAMPS Hospitals

Remember to mute your line by pressing *6. Please do not press hold. Unmute is #6.
CHAMPS 4-hour Clinical Skills Trainings

Training Updates:
– To date, CHAMPS has hosted 65 trainings in 36 hospitals and has trained over 1,100 MS-based clinicians!

Upcoming Trainings:
– (15-hour) Memorial Hospital Gulfport – March 14th – 16th
– (4-hour) Singing River – March 27th
– (4-hour) Highland Community Hospital – March 28th
– (4-hour) MS Baptist – April 9th – 10th

Check our website for updates and to register: cheerequity.org/trainings.html
Mississippi CHAMPS Conference
Wednesday, April 11th, 2018, Courtyard by Marriott Gulfport Beachfront

Keynote Speaker:
Camara Phyllis Jones, MD, MPH, PhD

A conference for all Mississippi CHAMPS hospitals and their community partners to learn, collaborate, network, and share experiences. Includes “Train-the-Trainer” sessions on the CHAMPS 4-hour competency training for nursing staff.

Free to CHAMPS hospital teams and community partners.

Register online at: https://mschampsconference.eventbrite.com
Questions? Email the CHAMPS Team at CHAMPSbreastfeed@gmail.com

Funded by: The W.K. Kellogg Foundation & The Bower Foundation
Organized by: Communities and Hospitals Advancing Maternity Practices (CHAMPS), a program of the Center of Health Equity, Education, & Research (CHEER)
Upcoming Wednesday Webinars

Webinars are held in collaboration with the Mississippi State Department of Health and are scheduled on Wednesdays from 12p-1p (CST)

Spring 2018 Schedule

• **May 16th**: *How Hospitals are Reaching 80%*
  • *CHAMPS Hospitals*

• **June 13th**: *Dissemination Audit Tools: Tips, Tricks, and Best Practices*
  • *CHAMPS Hospitals*

ALL ARE WELCOME TO ATTEND! For log-in information, visit: http://www.cheerequity.org/webinars.html

Slides and recordings are posted on the CHEERequity.org website.
Wednesday Webinar
Jumpstarting your Baby-Friendly Journey: Hospital Experiences

March 14th, 2018
12:00pm-1:00pm Central Time

Carmen Alexander RN, PhD, MHSA, BSN
Merit Health Madison

Lisa Akridge RN, BSN
Wayne General Hospital

Kim Pace RN, BSN
Southwest Mississippi Regional Medical Center
Today’s Objectives

• Discuss Roger’s Diffusion of Innovations Theory
• List ways that hospitals have created momentum on the Baby-Friendly journey
• Describe strategies that have worked for hospitals to engage staff, administration, the community, and others
• Leave with ideas to bring back to your hospital and/or community
How do we get things started?
It’s About Change!

“Feels like we’re moving as slow as molasses and we’re working so hard!”

“We’re working so hard to get everyone on board.”

“I’ve even started sending all staff an email every single day.”
Rogers’ Diffusion of Innovations

- **Innovators**: 2.5%
- **Early Adopters**: 13.5%
- **Early Majority**: 34%
- **Late Majority**: 34%
- **Laggards**: 16%

Image by Wesley Fryer
Source: Everett Rogers Diffusion of Innovations model
Reaching the Critical Mass

Image by Wesley Fryer

Source: Everett Rogers' Diffusion of Innovations model
Five Stages of the Adoption Process

Knowledge  
Persuasion  
Decision  
Implementation  
Confirmation
The best view comes after the hardest climb!
Carmen Alexander RN, PhD, MHSA, BSN
Director Women’s Services & Medical Surgical Services

Merit Health Madison
Canton, MS
And the journey begins....
Baby Who???
## The Numbers

*(All Races Combined)*

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<thead>
<tr>
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<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
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</thead>
<tbody>
<tr>
<td>Breastfeeding Initiation Rate</td>
<td>38%</td>
<td>34%</td>
<td>43%</td>
<td>51%</td>
</tr>
<tr>
<td>Skin to Skin after Vaginal Birth</td>
<td>79%</td>
<td>96%</td>
<td>72%</td>
<td>88%</td>
</tr>
<tr>
<td>Skin to Skin after C-Section</td>
<td>38%</td>
<td>13%</td>
<td>37%</td>
<td>75%</td>
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<tr>
<td>Rooming In</td>
<td>100%</td>
<td>100%</td>
<td>39%</td>
<td>92%</td>
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</tbody>
</table>
Before & After

- Standard Education
- Nursing Tasks
- Feeding Preferences
- Nursery Staff
- Specific Education
- Mother and baby
- Encourage Breastfeeding
- All Staff Members
Baby Steps

- Individual Meetings
- Executive Support
- Baby Friendly Nurse
- Early Education
- Community Involvement
Key Points

- Larger Taskforce
- Frequency of Staff Education
Lisa Akridge RN, BSN
Obstetrics Manager
Wayne General Hospital
Waynesboro, MS
Wayne General Hospital

Mission Statement

• Our Mission is to provide quality health care that meets or exceeds the expectations of our customers.

Guiding Principles

• We will:
  • Continually improve our services through commitment and dedication.
  • Recognize the patient as our number one customer.
  • Recognize our health care team as our most valuable resource.
  • Recognize the importance of professionalism and patient satisfaction.
  • Provide an atmosphere which endorses team and staff participation in the pursuit of excellence in the delivery of healthcare.
Wayne General Hospital cont...

- Wayne General is an 80-bed general acute care hospital.
- We offer laboratory services, radiology, physical therapy, inhalation therapy, surgery, an intensive-care unit, swing-bed, obstetrics, home health, hospice, wellness center, ambulance services, and emergency room services.
- Obstetric services consist of 2 LDR, 6 Postpartum, nursery and one operating suite.
- Obstetrics daily staff consists of 2 RN, 1 LPN and 1 nurses assistant.
Before Baby Friendly

- Baby’s visiting with mother and family for minutes after delivery
- Newborns kept in nursery for the first 6 hours of life
- Newborns spending long hours in the nursery
- Mothers and family asking to see their newborns and sometimes being denied
- Unhappy mothers and families
WGH Baby Friendly Process

• CHOOSE A DAY AND GET STARTED!!!
• When looking at the 10 steps it can make the process look massive.
• We have decided to implement the process one step at the time to start.
• We are implementing policy as we implement a step in Baby Friendly Process. When all steps are implemented we will combine all of the policies into one.
• When implementing the steps use the PDCA (Plan, Do, Check, Act) to analyze any issues in your processes. IT WORKS!
• When others offer assistance take it. Borrow policy and ideas from other facility’s and CHAMPS.

• DON’T GIVE UP!!
Employee Buy-in

• Some employee kick back
• A lot of employee excitement
• Some nurses changed outlook when they started their 15 hours of breastfeeding education, a good many aha!! moments when they did their 4 hours of hands on training.
• They felt empowered!
Celebrate Accomplishments

• Successful skin to skin with majority of vaginal deliveries.

• Skin to skin in the Operating Room.

➢ Multiple attempts

10-15 minute ➞ 15-20 minutes ➞ 2 hours
Next Steps.............

- We will soon start analyzing our rooming in process.
- Change documentation to capture hours newborn are out of the mothers room if any.
- Continue nursing education
Kim Pace RN, BSN
Perinatal Nurse Manager
Southwest Mississippi Regional Medical Center  McComb, MS
Any Questions for the Hospitals?
Thanks for Joining Today!

Upcoming Webinars:

• May 16th- Rooming-In: How Hospitals are Reaching 80%

• June 13th- Dissemination Audit Tools: Tips, Tricks, and Best Practices

These slides and a recording of the webinar will be uploaded to our website by tomorrow.
Bibliography


