

Challenge 2

- **How can we improve hospital practices that impact how babies breastfeed successfully prior to discharge?**
 - **Factors:**
 - Short hospital stays
 - Complicated deliveries
 - Maternal medical history
 - Inconsistent hospital practices

Solution 2

Educate ... Educate ... Educate

- **Patients and families**
 - Evidence based hospital care and teaching throughout hospitalization is key to success after discharge
 - Education should be focused on:
 - Normal newborn behaviors and feeding expectations
 - Overcoming challenges
 - How to find resources/help when needed
 - Available Services:
 - Outpatient lactation consultations
 - Breastfeeding Warmline
 - Follow-up phone calls
 - Circle of Moms Breastfeeding Support group
 - WIC and other community resource referrals as needed

Solution 2 - continued

Educate ... Educate ... Educate


- **Pregnancy, Birth and Baby Expo**
 - Free drop-in expo for expectant parents, grandparents and siblings. Informational booths, hands-on demonstrations and speakers
- **Team approach to education - community resources available**
 - WIC
 - Wood County Health Department
 - Marshfield Public Library
 - Childcaring Services
 - Marshfield Medical Center Birthing Services
 - Marshfield Clinic Pediatrician
 - Nutrition Services
 - Perinatal Mood Disorder Clinic
 - Chiropractic services
 - Marshfield Clinic YMCA
 - Car Seat Safety Technician
 - Respiratory Therapy – CPR and checking
 - Family Resource Center
 - Lactation Services
 - Infant sign language and infant music

Educate ... Educate ... Educate- Continued

- **Hospital Staff**
 - All Birth Center RNs are currently completing a 5 hour maternity care and infant feeding competency training.
 - Staff trainings:
 - Topics include:
 - Feeding decisions
 - Immediate and uninterrupted skin-to-skin contact
 - Achieving comfortable and effective positioning and latching
 - Maintaining exclusive breastfeeding
 - Responding to feeding cues
 - Rooming-in
 - Hand expressing of milk
 - Formula preparation and feeding
 - Finding support upon discharge

EMPower Staff Education

- Training initiative that focuses on improving staff knowledge and skills in evidence-based maternity practices supportive of optimal infant nutrition
- Funded by the Centers for Disease Control (CDC) and Division of Nutrition, Physical Activity and Obesity (DNPAO)
- Strong safety and quality improvement focus
- Sessions include: didactic, simulations, skills lab to determine staff competency
- Train-the-trainer approach



EMPower Staff Education - continued

- 1 of 3 selected hospitals in Wisconsin
- 1 of 100 chosen in the US to attend
- Clinical and quality improvement coaches assigned to each hospital
- Goal: 80% of maternity care RNs to complete the 5+ hour competencies within one year of initiation (by August 2019)
- <http://empowerbreastfeeding.org/training/>



Team Approach

- Hospital Staff**
 - Open communication between providers and staff
 - Collective information available in all patient rooms and displayed in the hallway
 - Educate staff on policy updates and changes to practice guidelines
 - Hospital whiteboards and feeding plans

MMC Feeding Plans

- Term, feeding well
- NICU
- Sleepy/not latching well
- Exclusive pumping
- Late Preterm
- Ordered supplement
- Formula feeding

Team Approach - continued

- Where do we go from here?**
 - Educate new staff as part of the orientation process
 - Annual unit staff education
 - Continue to update policies and adapt new practices as research changes and practice guidelines are developed
 - Work together with providers and community resources to provide the best possible outcomes
 - Continue to work as a team with a common goal:

To provide the best possible care!

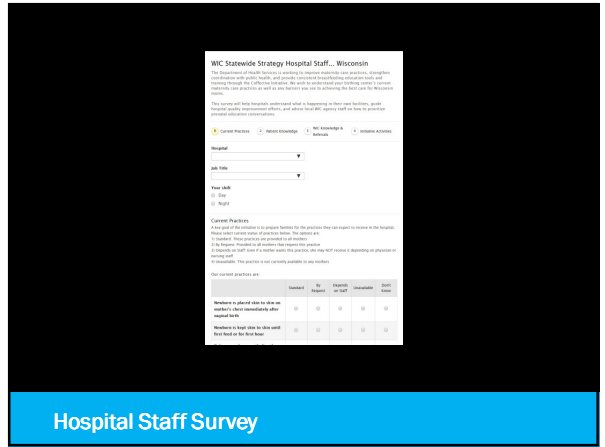
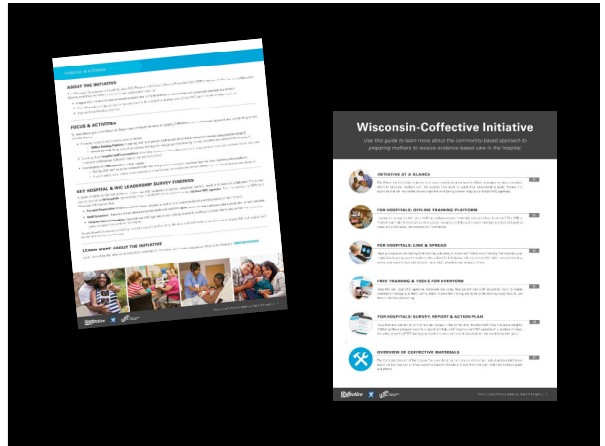
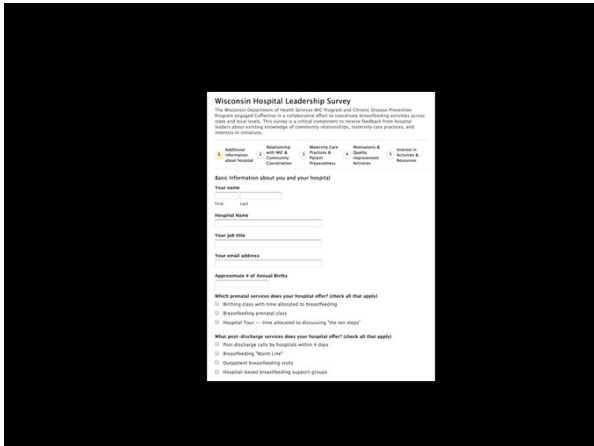
Helping families to have a successful start after delivery and offering ongoing support after discharge. This will improve the likelihood that they will be able to meet and maintain their breastfeeding goals.

Sustainability...

How are the services and programs developed by Lactation sustainable?

- Know your resources**
 - Who can you rely on for help? Who supports you?
- Find Your champions**
 - Who in your facility is passionate and can help drive change?
 - Multidisciplinary
- Ask for help and create a team**
 - Birth Center Breastfeeding Taskforce
 - NICU Breastfeeding Taskforce
 - Hospital Breastfeeding Taskforce
 - MCHS Employee Lactation Committee
 - Community teams
 - Wood County Breastfeeding Coalition
- Get involved**
 - WISFCO initiative
 - Wood County Breastfeeding Coalition
 - Wisconsin Breastfeeding Coalition
- Set goals and share progress**
 - Chart audits and quality improvement
 - Share with staff, managers and administrators
 - PDSA (Plan, Do, Study, Act) – How can other's learn from what your hospital has done successfully?
- Prove your worth**
 - New initiatives**
 - Donor Breastmilk in the newborn nursery
 - Milk Depot
 - Prenatal breastfeeding education in the clinic
 - Pregnancy, Birth and Baby Expo
 - Circle of Moms Breastfeeding Support Group
 - NICU Support Group
 - Staff training – EMPOWER
 - Employee Lactation Committee
 - Online Prenatal Education
 - Revenue

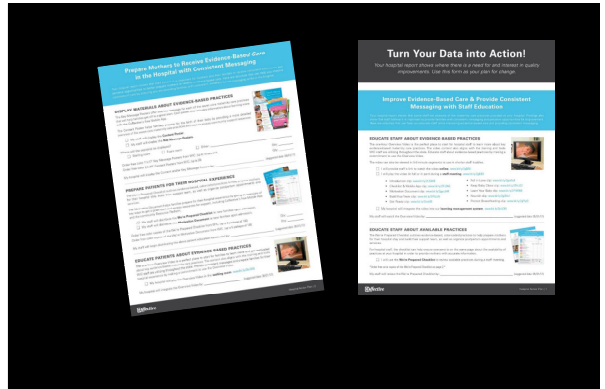




Hospital Staff Survey



Hospital Report



Hospital Action Plan

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