

Family Health Outcomes Project
(<http://fhop.ucsf.edu/fhop/>)
Breastfeeding Webinar
March 23, 2011

Hospital Policies

- Sources of hospital policies that support/encourage breastfeeding?
 - Sources of Hospital Policies
 - Baby Friendly < www.babyfriendlyusa.org >
 - California Model Hospital Policy Recommendations <<http://cdph.ca.gov/CAHospitalBFToolkit> >
 - Academy of Breastfeeding Medicine (ABM) www.bfmed.org
 - American Academy of Pediatrics (AAP) <www.aap.org/breastfeeding/curriculum/documents/pdf/Hospital%20Breastfeeding%20Policy_FINAL.pdf>
 - Coalition to Improve Maternity Services (CIMS) <www.motherfriendly.org/>
 - Other states/areas have their model hospital policies, e.g.,
 - Texas Ten Steps: www.breastmilkcounts.com/texas-ten-step.html
 - Louisiana: The Gift: www.thegiftla.org/?page_id=20
 - Florida Breastfeeding Coalition: 5 Baby Steps: www.flbreastfeeding.org/hospital.htm
 - Baby Friendly – United Kingdom www.babyfriendly.org.uk/pdfs/sample_maternity_policy.pdf
- How can local MCAH programs could work with others to get these policies implemented in their hospitals?
 - Participate in Local Breastfeeding Coalition Meetings (www.californiabreastfeeding.org)
 - Assist in developing consistent messaging in all programs (website example – [Peer Counseling](#) - Peer Counselor Training Manual)
 - CPSP
 - WIC
 - BIH
 - AFLP
 - Collaborate with other programs to promote optimal patient care and keep hospital staff informed of available community services
 - AVOID FINGER POINTING – create linkages
 - See “The Surgeon General’s Call to Action to Support Breastfeeding” www.surgeongeneral.gov/topics/breastfeeding/index.html
 - PHN
 - WIC
 - Medi-Cal managed care plans
 - Create opportunities for collaborative work among hospitals (Go to BBC Website <http://Cdph.ca.gov/BBCProject>)

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- Meet with administration and provide speakers that have already accomplished the changes needed
- Development of interdisciplinary teams
 - Encourage hospitals to include those who will be affected by policy changes (nurses, dietitians, hearing screener, laboratory, “picture lady”)
- Promote collaboration among QI and Lactation specialists
 - Share ideas with local Regional Perinatal Program of California (RPPC) <http://www.cdph.ca.gov/programs/rppc/Pages/default.aspx> for feedback
- Utilize tools and information made possible by the Breastfeeding Summit: <http://www.californiabreastfeeding.org/2011SummitPresentations.html>
- Encourage breastfeeding policies for the community:
 - ◆ Los Angeles Report
<www.breastfeedingtaskforla.org/pdf/LA%20BF%20REP_10-08-2010_WITH%20hyperlinks.pdf > leading to a public health initiative: www.breastfeedingtaskforla.org/resources/forprofessionals/phbpi.htm
 - ◆ Physician offices (www.bfmed.org – protocols, AAP, AAFP, etc.)
- Encourage/facilitate learning opportunities (Go to training sessions of BBC Website <http://Cdpd.ca.gov/BBCProject>)
 - Share trainers
 - Share times of training’
 - Include staff from MCAH programs to encourage communication/collaboration
- What resources/materials are available to help get policies implemented? (presentation r/t MCAH website: <http://cdph.ca.gov/CAHospitalBFToolkit>)
- What kinds of data (process and outcomes) might local MCAH programs want to collect to help them assess if they have been successful in their efforts?
 - Baseline data – chart review, ID what is NOT being collected, get QI to help in developing methods within THEIR hospital
 - Based on what policy/policies will be addressed
 - Hospital specific data as reported by MCAH <http://cdph.ca.gov/breastfeedingdata>
 - Possibly hospitals will share Maternity Practices in Infant Nutrition and Care (mPINC) data if asked <www.cdc.gov/breastfeeding/data/mpinc/index.htm >
 - BBC Logic model: <http://www.cdph.ca.gov/data/statistics/Documents/MO-BBC-FinalLogicModel-10-08.pdf>
 - Evaluation tools – (In toolkit <http://cdph.ca.gov/CAHospitalBFToolkit> as well as BBC Project website: <http://Cdpd.ca.gov/BBCProject>)

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Alphabetical list of websites mentioned

- Academy of Breastfeeding Medicine (ABM) www.bfmed.org
- Adolescent Family Life Program (AFLP) www.cdph.ca.gov/programs/AFLP/Pages/default.aspx
- American Academy of Pediatrics (AAP)
www.aap.org/breastfeeding/curriculum/documents/pdf/Hospital%20Breastfeeding%20Policy_FINAL.pdf
- Baby Friendly – United Kingdom: www.babyfriendly.org.uk/pdfs/sample_maternity_policy.pdf
- Baby Friendly, USA: www.babyfriendlyusa.org >
- Birth and Beyond California (BBC) Logic model:
www.cdph.ca.gov/data/statistics/Documents/MO-BBC-FinalLogicModel-10-08.pdf
- Birth and Beyond California (BBC) Website: <http://Cdph.ca.gov/BBCProject>
- Birth and Beyond California Website: <http://Cdph.ca.gov/BBCProject>
- Black Infant Health (BIH): www.cdph.ca.gov/programs/BIH/Pages/default.aspx
- Breastfeeding Summit: <http://www.californiabreastfeeding.org/2011SummitPresentations.html>
- California Breastfeeding Coalition: www.californiabreastfeeding.org
- California Department of Public Health (CDPH) Breastfeeding and Healthy Living:
<http://cdph.ca.gov/breastfeeding>
- California Breastfeeding Statistics: <http://cdph.ca.gov/BreastfeedingData>
- California Model Hospital Policy Recommendations: <http://cdph.ca.gov/CAHospitalBFToolkit>
- Coalition to Improve Maternity Services (CIMS) www.motherfriendly.org/
- Comprehensive Perinatal Services Program (CPSP): www.cdph.ca.gov/programs/CPSP/Pages/default.aspx
- Evaluation tools –<http://cdph.ca.gov/CAHospitalBFToolkit> and <http://Cdph.ca.gov/BBCProject>
- Florida Breastfeeding Coalition: 5 Baby Steps: www.flbreastfeeding.org/hospital.htm
- Hospital specific data as reported by MCAH <http://cdph.ca.gov/breastfeedingdata>
- Los Angeles Public Health Initiative: www.breastfeedingtaskforla.org/resources/forprofessionals/phbpi.htm
- Los Angeles Report:
www.breastfeedingtaskforla.org/pdf/LA%20BF%20REP_10-08-2010_WITH%20hyperlinks.pdf
- Louisiana: The Gift: www.thegiftla.org/?page_id=20
- Maternity Practices in Infant Nutrition and Care (mPINC) data
www.cdc.gov/breastfeeding/data/mpinc/index.htm
- Peer Counseling - Peer Counselor Training Manual:
www.cdph.ca.gov/programs/wicworks/Pages/WICBFPeerCounselor.aspx
- Physician offices (www.bfmed.org – protocols, AAP, AAFP, etc.)
- Regional Perinatal Program of California (RPPC) <http://www.cdph.ca.gov/programs/rppc/Pages/default.aspx>
- Surgeon General’s Call to Action to Support Breastfeeding:
www.surgeongeneral.gov/topics/breastfeeding/index.html
- Texas Ten Steps: www.breastmilkcounts.com/texas-ten-step.html