

**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](http://www.babyfriendlyusa.org) >
    - California Model Hospital Policy Recommendations <<http://cdph.ca.gov/CAHospitalBFToolkit> >
    - Academy of Breastfeeding Medicine (ABM) [www.bfmed.org](http://www.bfmed.org)
    - American Academy of Pediatrics (AAP) <[www.aap.org/breastfeeding/curriculum/documents/pdf/Hospital%20Breastfeeding%20Policy\\_FINAL.pdf](http://www.aap.org/breastfeeding/curriculum/documents/pdf/Hospital%20Breastfeeding%20Policy_FINAL.pdf)>
    - Coalition to Improve Maternity Services (CIMS) <[www.motherfriendly.org/](http://www.motherfriendly.org/)>
  - Other states/areas have their model hospital policies, e.g.,
    - Texas Ten Steps: [www.breastmilkcounts.com/texas-ten-step.html](http://www.breastmilkcounts.com/texas-ten-step.html)
    - Louisiana: The Gift: [www.thegiftla.org/?page\\_id=20](http://www.thegiftla.org/?page_id=20)
    - Florida Breastfeeding Coalition: 5 Baby Steps: [www.flbreastfeeding.org/hospital.htm](http://www.flbreastfeeding.org/hospital.htm)
    - Baby Friendly – United Kingdom [www.babyfriendly.org.uk/pdfs/sample\\_maternity\\_policy.pdf](http://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](http://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](http://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](http://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](http://www.breastfeedingtaskforla.org/resources/forprofessionals/phbpi.htm)
  - ◆ Physician offices ([www.bfmed.org](http://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](http://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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Jeanette Panchula, BA-SW, RN, PHN, IBCLC  
[Jeanette.Panchula@cdph.ca.gov](mailto:Jeanette.Panchula@cdph.ca.gov)  
Cell: 707-290-8200

Alphabetical list of websites mentioned

- Academy of Breastfeeding Medicine (ABM) [www.bfmed.org](http://www.bfmed.org)
- Adolescent Family Life Program (AFLP) [www.cdph.ca.gov/programs/AFLP/Pages/default.aspx](http://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](http://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](http://www.babyfriendly.org.uk/pdfs/sample_maternity_policy.pdf)
- Baby Friendly, USA: [www.babyfriendlyusa.org](http://www.babyfriendlyusa.org) >
- Birth and Beyond California (BBC) Logic model:  
[www.cdph.ca.gov/data/statistics/Documents/MO-BBC-FinalLogicModel-10-08.pdf](http://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](http://www.cdph.ca.gov/programs/BIH/Pages/default.aspx)
- Breastfeeding Summit: <http://www.californiabreastfeeding.org/2011SummitPresentations.html>
- California Breastfeeding Coalition: [www.californiabreastfeeding.org](http://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/](http://www.motherfriendly.org/)
- Comprehensive Perinatal Services Program (CPSP): [www.cdph.ca.gov/programs/CPSP/Pages/default.aspx](http://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](http://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](http://www.breastfeedingtaskforla.org/resources/forprofessionals/phbpi.htm)
- Los Angeles Report:  
[www.breastfeedingtaskforla.org/pdf/LA%20BF%20REP\\_10-08-2010\\_WITH%20hyperlinks.pdf](http://www.breastfeedingtaskforla.org/pdf/LA%20BF%20REP_10-08-2010_WITH%20hyperlinks.pdf)
- Louisiana: The Gift: [www.thegiftla.org/?page\\_id=20](http://www.thegiftla.org/?page_id=20)
- Maternity Practices in Infant Nutrition and Care (mPINC) data  
[www.cdc.gov/breastfeeding/data/mpinc/index.htm](http://www.cdc.gov/breastfeeding/data/mpinc/index.htm)
- Peer Counseling - Peer Counselor Training Manual:  
[www.cdph.ca.gov/programs/wicworks/Pages/WICBFPeerCounselor.aspx](http://www.cdph.ca.gov/programs/wicworks/Pages/WICBFPeerCounselor.aspx)
- Physician offices ([www.bfmed.org](http://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](http://www.surgeongeneral.gov/topics/breastfeeding/index.html)
- Texas Ten Steps: [www.breastmilkcounts.com/texas-ten-step.html](http://www.breastmilkcounts.com/texas-ten-step.html)