

BABY FRIENDLY- PUTTING IT INTO PRACTICE

Elizabeth Lee McWilliams, BSN, RN, IBCLC
Medical Center, Navicent Health
Macon, GA



I HAVE NO FINANCIAL RELATIONSHIPS TO
DISCLOSE





Founded in 1895

By 2014

- ~ 637 beds
- ~ Level I Trauma Center
- ~ 2nd largest GA hospital
- ~Magnet facility
- ~Serves as primary service area for 30 counties
- ~Level III nursery

FY 2013~ 2,500 births



TIMELINE

- October, 2012- administration decided to join the Georgia 5 Star Initiative
- Rates:
- Breastfeeding initiation: 55%
- Exclusive breastfeeding: 37%
- Skin to skin after delivery: 27% (done only if patient requested it, almost never in PACU)
- Had pacifiers, formula d/c bags, crib cards, measuring tapes, teaching material, free formula, nipples, etc.
- All baths done in nursery
- Limited breastfeeding education for staff



CURRENT DATA...24 MONTHS LATER

- No pacifiers- except for NNICU
- Developed our own discharge bags, crib cards and teaching materials
- Purchase formula and nipples
- 10 Steps to Successful Breastfeeding signs posted



STATS

- Breastfeeding initiation rate: 75%
- Exclusive rate: 54% (72% of all BF mothers)
- Skin to skin after delivery: 96% (beginning to do in OR)
- Baths withheld for at least 6 hours and done in mom's room
- Nursing staff completed 20 hours of mandatory breastfeeding education
- Developed 3 hour program for providers
- All NNICU staff completed 2 hours
- Ancillary staff completed 1 hour
- New staff must complete breastfeeding education within 6 months of hire/transfer



FORMATION OF BREASTFEEDING TASK FORCE

- Women's Services and NNICU Director
- Nurse Managers for FBC and L&D
- AVP
- Neonatologist
- NNICU Dietician
- Marketing
- DBEs from FBC and NNICU
- Lactation consultants

- Met weekly, now meet monthly



TRAIN THE TRAINER'S WEEK

- March, 2013
- DBE from FBC and both LCs attended
- Given BFHI education requirements
 - PowerPoint's
 - BF Competencies
 - Policies
 - Strategies for the development of our program
 - Website for the 9 hospitals to use
 - Resources
 - Ideas for teaching adults
 - Visuals
 - Role playing
 - Handouts



STEP 1 HAVE A WRITTEN BREASTFEEDING POLICY THAT IS ROUTINELY COMMUNICATED TO ALL HEALTH CARE STAFF.

- Policy revised to address all 10 steps
- Language includes statement to support International Code of Marketing of Breastmilk Substitutes
- Includes correct formula preparation and safe bottle feeding for formula feeding mothers- no group instruction, is not covered in prenatal classes.
- Rewrote standing orders for NBN to comply with comprehensive feeding policy



STEP 2 TRAIN ALL HEALTH CARE STAFF IN SKILLS NECESSARY TO IMPLEMENT THIS POLICY.

- Began 1 hour class for all Family Birth Center staff to introduce new policy
- Brief introduction to basic breastfeeding management
- Included:
 - MRs
 - Hearing techs
 - Techs
 - Bella Baby photographers
 - Customer service reps
 - RNs
 - Lab
 - Birth certificate ladies
 - Environmental services



FOR ALL FBC RNS

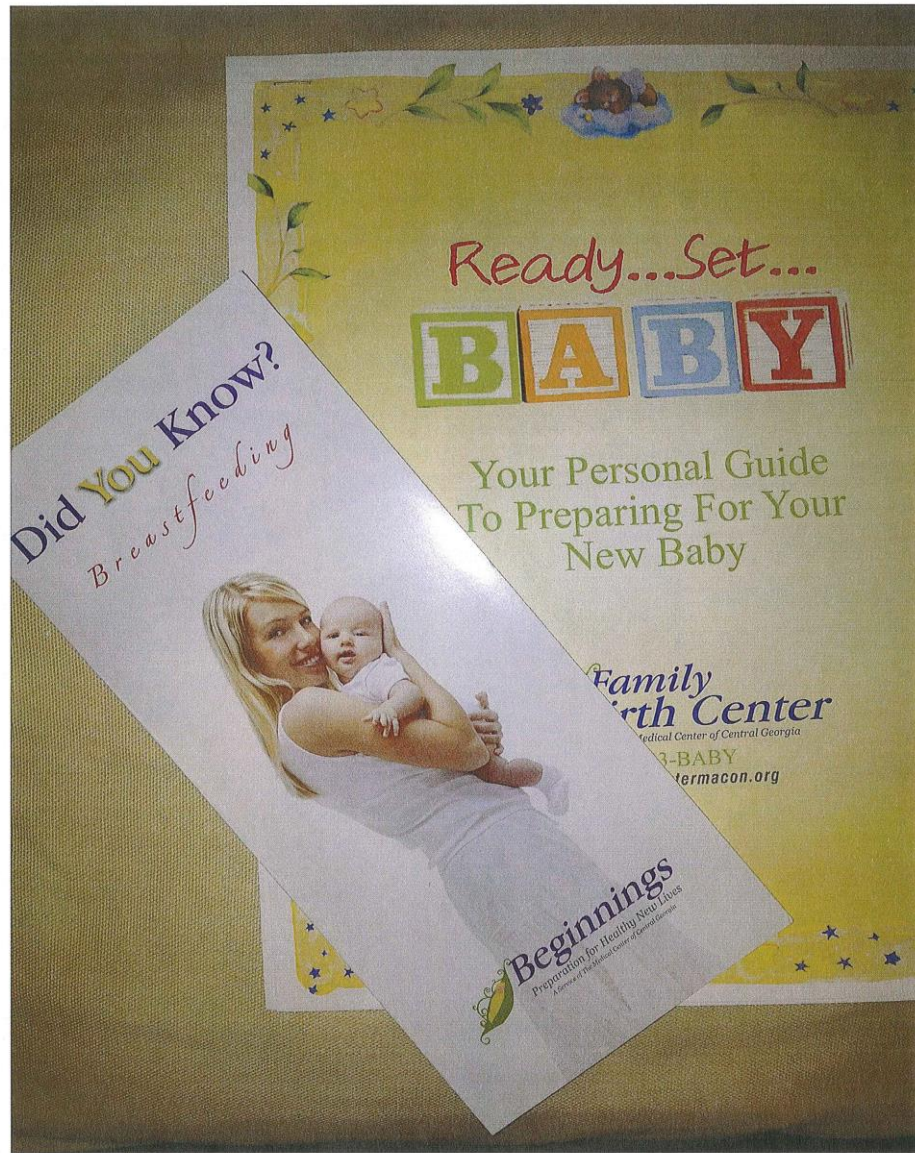
- Two 4 hour in person breastfeeding classes offered
- 6 hours of articles to read and complete assurance questions on EDGT (online testing)
- 2 hour clinical skills
 - Hand expression
 - Positioning
 - Latch
 - Pumping
 - Scripting
 - Trouble shooting lactation problems
- 3 hour shadowing
- Must complete within 6 months for all new hires



STEP 3 INFORM ALL PREGNANT WOMEN ABOUT THE BENEFITS AND MANAGEMENT OF BREASTFEEDING.

- Physicians' offices receive a folder of information about Medical Center Navicent Health
- Ready Set Baby and breastfeeding pamphlet included
- Prenatal breastfeeding class
- Tours
- Prenatal classes
- Utilized grant to purchase breastfeeding information for our prenatal clinics- OB residents attended a 1 hour breastfeeding class as they are responsible for education
- Yearly health fair
- familybirthcenter.org





Ready...Set...

B **A** **B** **B** **Y**

Your Personal Guide
To Preparing For Your
New Baby

Family
Birth Center

Medical Center of Central Georgia

3-BABY

termacon.org

Did You Know?
Breastfeeding



Beginnings
Preparation for Healthy New Lives
A Service of the Medical Center of Central Georgia



STEP 4 HELP MOTHERS INITIATE BREASTFEEDING WITHIN HALF AN HOUR OF BIRTH.

- All L&D nurses trained to place baby skin to skin after delivery and assist with breastfeeding as needed
- Magic Hour
 - Only 1 visitor allowed
 - All interventions delayed for first hour
 - Footprints
 - Bath
 - Assessment
 - Meds



STEP 5 SHOW MOTHERS HOW TO BREASTFEED, AND HOW TO MAINTAIN LACTATION EVEN IF THEY SHOULD BE SEPARATED FROM THEIR INFANTS.

- All mothers offered breastfeeding support with 6 hours of birth~ 89% offered
- Mothers whose babies are admitted to NNICU/L2 are set up with a pump and are instructed to pump at least 8x daily
- Kangaroo mother care started as soon as baby is stable (mom or dad may do)



STEP 6 GIVE NEWBORN INFANTS NO FOOD OR DRINK OTHER THAN BREAST MILK, UNLESS MEDICALLY INDICATED.



- Moms taught about the importance of exclusivity
- Offer breastfeeding support rather than immediate supplementation
- Use of syringe feeding small amounts, spoon feeding hand expressed breastmilk, etc., if supplementation medically needed or mom insists
- Average about 10% supplementation for medical indications, 90% maternal request
- Average 14% supplementation without bottle top, 86% bottle



STEP 7 PRACTICE ROOMING-IN - THAT IS, ALLOW MOTHERS AND INFANTS TO REMAIN TOGETHER - 24 HOURS A DAY.

- Already set up to do this
- Almost all procedures done in room (except circ and car seat angle testing for babies < 37wks)
 - Hearing screen
 - Photographs
 - PKU, labs
 - Bath
 - Vital signs
 - Daily weights
 - Assessment
 - Physician visits
- Staff encourages parents to keep babies at night



STEP 8 ENCOURAGE BREASTFEEDING ON DEMAND.

- Most all staff tell moms the same thing
 - Unlimited time at the breast
 - Aim for 8-10 feedings/day
 - May vary in interval and time



STEP 9 GIVE NO ARTIFICIAL TEATS OR PACIFIERS (ALSO CALLED DUMMIES OR SOOTHERS) TO BREASTFEEDING INFANTS.



- No pacifiers in FBC
- Counsel parents who bring pacifiers from home
- Chart counseling
- Bottle top with sugar for circs, discarded in NBN
- Ancillary staff educated to prevent use during hearing screen, etc.
- Some staff will do procedures on mom's chest



STEP 10 FOSTER THE ESTABLISHMENT OF
BREASTFEEDING SUPPORT GROUPS AND REFER
MOTHERS TO THEM ON DISCHARGE FROM THE
HOSPITAL OR CLINIC.

- Middle Georgia Breastfeeding Alliance
- WIC peer counselors
- Private LCs
- Beginnings Lactation Office at Medical Center
Navicent Health



HOW DID WE DO IT?

- TONS of education- mandatory
- Award CEUs for 8 hr class
- Tried to involve staff when introducing new procedures
- Created log books for compliance and to identify staff who were having problems
- Task force met frequently to troubleshoot problems
- “Elevator Speeches”
- CQIR (confidential quality improvement report) if needed
- Chocolate...lots of chocolate



CHALLENGES

- Culture shift- patients and staff
 - Feeding
 - Skin to skin
 - Anesthesia~ STS in the OR
 - Pacifiers~ need to teach alternate soothing strategies
 - Education about supplementation
 - Family~ Magic Hour
 - No more freebies~ pervasiveness of formula in hospital
- Cost
 - Formula, nipples, bottles
 - Signage
 - Staff education
 - Patient education
 - Baby Friendly phases
 - Crib cards, measuring tapes



I'm a Girl

- I am breast fed
 I am formula fed

Baby _____

Mother _____ Room # _____

Date of Birth _____ Time _____

Weight _____ Length _____

Head _____

Baby's Doctor _____

Mother's Doctor _____



I'm a Boy

- I am breast fed
 I am formula fed

Baby _____

Mother _____ Room # _____

Date of Birth _____ Time _____

Weight _____ Length _____

Head _____

Baby's Doctor _____

Mother's Doctor _____



BENEFITS OF BREASTFEEDING

- Breastfeeding helps you lose weight.
- Breast milk is always available.
- Breast milk is easier for the baby to digest.
- Breastfeeding lowers the risk of serious illnesses.
- Breastfeeding costs less - and you can still get WIC food vouchers.



BENEFITS

- Patients love it
- Staff is beginning to love it
- Babies adore it
- Culture is slowly changing

