Best Fed
BEGINNINGS
Improving Breastfeeding Support in Hospitals

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California Breastfeeding Summit
Anaheim, CA
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Continuation of breastfeeding to 8 weeks by hospital experience

- Breastfeeding in the 1st hour: 77% Yes, 66% No
- No supplemented feeding: 81% Yes, 65% No
- Rooming in: 74% Yes, 62% No
- No pacifiers: 78% Yes, 69% No
- Phone number given to mother: 75% Yes, 64% No

Source: Murray, et al. 2007
Risk of breastfeeding cessation before 6 weeks by number of Baby Friendly steps in place.

Steps measured:
- Early bf initiation
- Exclusive breastfeeding
- Rooming-in
- On-demand feedings
- No pacifiers
- Information provided

Source: DiGirolamo et al., 2008
Mother’s do not breastfeed as long as they intend

- 80% of women intend to breastfeed.
- 75% start breastfeeding. 15% exclusive breastfeeding at 6 mos.
- 60% of mothers do not breastfeed as long as they intend
  - problems with latch
  - problems with milk flow
  - poor weight gain
  - pain

Source: Infant Feeding Practices Study II and National Immunization Survey
Baby Friendly is a National Priority

- The Surgeon General’s Call to Action to Support Breastfeeding
- AAP Breastfeeding and the Use of Human Milk
- White House Task Force on Childhood Obesity
- IOM Early Childhood Obesity Prevention Policies
- IOM Accelerating Progress in Obesity Prevention
- Bipartisan Policy Center: Lots to Lose: How America's Health and Obesity Crisis Threatens our Economic Future

- National Prevention Strategy
- Healthy People 2020
Increase the percentage of live births that occur in facilities that provide recommended care for lactating mothers and their babies.
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Initiatives on Maternity Care

- State-led efforts (some BFHI, some maternity care in general)
  - Communities Putting Prevention to Work (CPPW)
  - Community Transformation Grants (CTGs)
  - Independent State Efforts (eg. California First 5)
  - “Branded” State-level efforts (eg. CO, AZ, TX, NC, GA)
- Interstate Collaborative for Ten Steps Implementation
- Hospital Chains (Kaiser Permanente)
- IHS (14 hospitals), DoD (59 Military Treatment Facilities)
- Baby-Friendly USA
- mPINC
- Best Fed Beginnings
Best Fed Beginnings: Partners

NICHQ: National Initiative for Children’s Healthcare Quality

Baby-Friendly USA: The gold standard of care

United States Breastfeeding Committee: Protecting, Promoting, Supporting

CDC
Best Fed Beginnings: Aims

1. Assist 90 hospitals to become designated as Baby Friendly
2. Increase capacity of Baby Friendly USA for growing demand
3. Create materials for future hospital change
Best Fed Beginnings: Hospitals

• 235 applicants

• Selected based on:
  • Application quality
  • Number of births
  • Percent African American
  • Percent Medicaid
  • State breastfeeding rate
Best Fed Beginnings: Hospitals

- 90 hospitals in 29 states
  - Antelope Valley Hospital, Lancaster
  - NorthBay Medical Center, Fairfield
  - Riverside County Regional Medical Center, Moreno Valley
  - San Joaquin Community Hospital, Bakersfield
  - Sharp Mary Birch Hospital for Women & Newborns, San Diego

- 275,000 births

- 3 regions, ~30 hospitals per region
Best Fed Beginnings: Methods

- Breakthrough Series approach from IHI
- Hospital teams
- Engagement of Senior Administrative Leaders
- Materials from NICHQ & BFUSA
- Experts in breastfeeding and QI
- State coalitions to help with steps 3 & 10
Best Fed Beginnings: Methods

- Three face-to-face learning sessions
- Intense action periods after each learning session
  - Plan-Do-Study-Act cycles
  - Data monitoring reports
  - Monthly calls and web iLAB
  - Sharing lessons learned, discussing barriers
  - Advice from regional and national faculty
Best Fed Beginnings: Timeline

October 2011
NICHQ awarded cooperative agreement

January 2012
Hospitals notified of opportunity to participate

September 2012
First Learning Session

October 2013
Third Learning Session

September 2014
Designation

October 2011
NICHQ awarded cooperative agreement

June 2012
Hospitals teams selected

February 2013
Second Learning Session

March 2014
Close-out
Conclusion

Ambitious goals
Ambitious timeline

+ 

Dedicated people
Smart people

= 

HUGE SUCCESS