Improving Breastfeeding Outcomes Through Hospital Consortiums

The L.A. Story

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The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose.
Los Angeles County
Service Planning Areas (SPAs)

58 birthing hospitals

Approx. 150,000 Births/year
The LA Story

Creating Buy-in

Creating Urgency

Creating Connections

Creating Solutions
Maternity Care Practices
Where life, breastfeeding and healthy outcomes begin

INSTITUTIONAL CHANGES in Maternity Care Practices

Increase in breastfeeding EXCLUSIVITY & DURATION

Better HEALTH OUTCOMES

Cochrane review, 2000
The Spectrum of Prevention

- Influencing Policy & Legislation
- Changing Organizational Practices
- Fostering Coalitions & Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge & Skills
Getting the Message Out

- Hospital reports - many LA County hospitals in bottom 15 of the State
- 2008 Hospital Summit – “Baby-Friendly” is a bad word
- 2010 …we change our approach
Evidence-Based Interventions

- CDC recommends bringing key decision makers together to address the importance of evidence-based breastfeeding practices

- Lessons learned from others
  - San Bernardino County
  - Orange County
  - San Joaquin County
  - Massachusetts & Colorado
Public Health Breastfeeding Policy Initiative
Role of Public Health

Convener  Connector  Cheerleader
Role of Breastfeeding Coalitions

Content Experts

Lactation Specialists

Educators

Advocates
Collaboration Matters

Regional Hospital Breastfeeding Consortium
Service Planning Area 7 & 8
Managing change

Plan

Sustain

Do
10 Steps to Successful Breastfeeding

1. Policy
2. Train Staff
3. Prenatal Education
4. Skin-to-Skin
10 Steps to Successful Breastfeeding

5. Hand Expression
6. Exclusive Breastfeeding
7. Rooming In
8. Breastfeeding on Cue
9. No Pacifiers
10. Support Group
Regional HBC – SPA 7 & 8
18 Months Later

- Positive feedback from participants
- Engaged participants
- Increased collaboration
- Progress towards Baby-Friendly
Regional HBC – SPA 7 & 8
18 months later

- Registered with BFUSA: 2 (Before) vs. 10 (Currently)
- CEO Letter of Support: 3 (Before) vs. 6 (Currently)
- FFLA Grantees: 2 (Before) vs. 5 (Currently)
SPA 7/8 Baby-Friendly Hospitals by 2015 (projected)

Currently: 1
Projected: 9

Baby-Friendly Hospitals in SPA 7/8
• Three Consortiums are now convening
  – North
  – East
  – South
• 85% of the hospitals have attended
Celebrating Success
Riding the wave

Birthing Hospitals in LA County

- Not pursuing Baby-Friendly: 26
- Baby-Friendly: 9
- Becoming Baby-Friendly: 22
How can you help?

Create…
- Buy-in from the top
- A sense of urgency
- A forum to connect

Advocate for…
- Evidence-based maternity care
"It is literally true that you can succeed best and quickest by helping others to succeed."

Napoleon Hill
American Author
Thank You

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