

Baby-Friendly usa[®]

The gold standard of care

The Nuts and Bolts of Re-Designation

January 30, 2014



- The speaker discloses employment with Baby-Friendly USA, Inc.
- There are no other conflicts of interest
- This presentation is not supported by any funds from companies that violate the International Code of Marketing of Breastmilk Substitutes



By the end of this session participants will:

- Utilize the information to develop interdisciplinary teams to routinely gather key data to drive practice changes to improve inpatient lactation care.
- Develop plans to implement the components of the Baby-Friendly Annual QI and Re-Designation process.

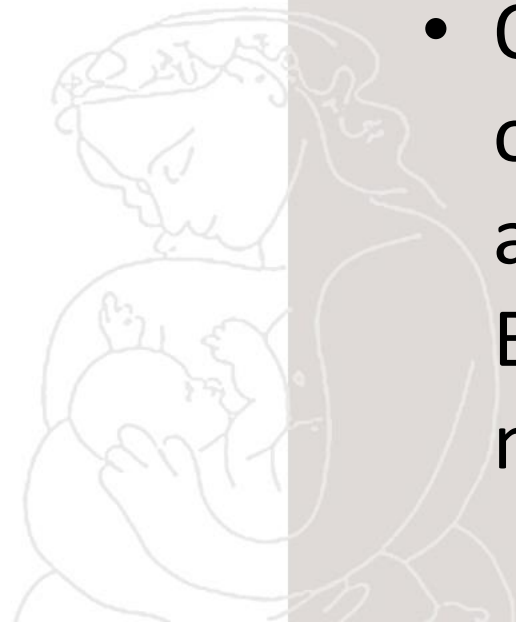


By the end of this session participants will:

- Utilize the information to participate in the Baby-Friendly Re-Designation process to maintain quality inpatient lactation care



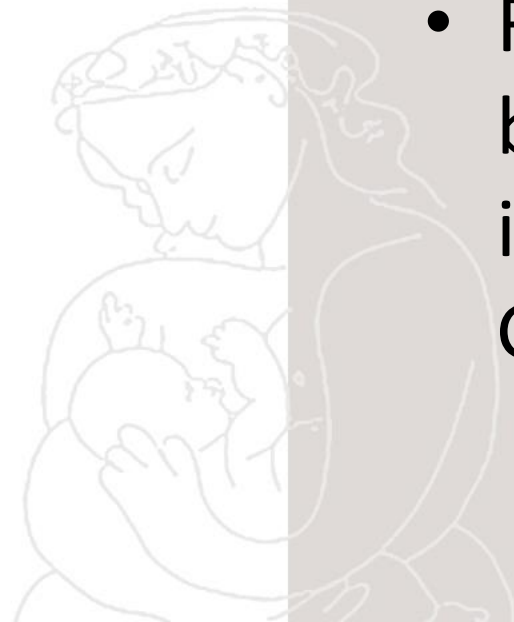
- Achieving Baby-Friendly designation is an important part of the journey...but it is not the end point
- On-going data collection, monitoring of practices and quality improvement activities are vital to ensuring that the Baby-Friendly standards are maintained



- Designation is for 5 years
- Beginning in 2017 Re-Designation will be conferred through an on-site assessment
- Re-Designations through 2016 are conducted by a review of infant feeding policy, data, audit results and quality improvement projects



- Facilities are responsible for on-going adherence to the most current Guidelines and Evaluation Criteria
- Facilities due for re-designation between 2012 and 2016 were initially designated using the 2004 Guidelines and Evaluation Criteria



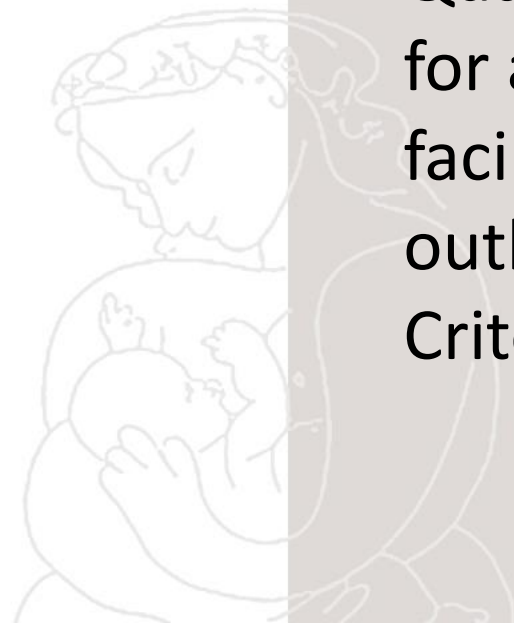
- In 2012 BFUSA strengthened the Re-Designation process
- The strengthen program is geared towards bringing all facilities into compliance with the 2010 Guidelines and Evaluation Criteria
- The strengthened program added consistency to the re-designation process



Facility must audit all Ten Steps utilizing tools provided by Baby-Friendly USA (BFUSA)

Audit results must be submitted to BFUSA

Quality Improvement Projects are required for all steps where audit results show the facility is below the minimum threshold outlined in our Guidelines and Evaluation Criteria

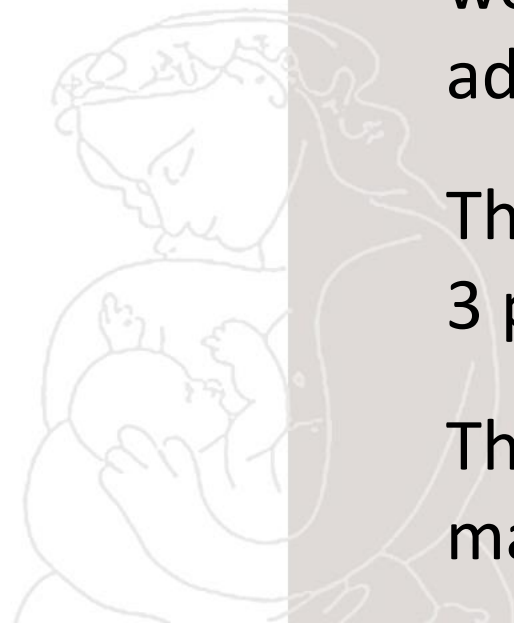


The First Re-Designation Cycle was Completed December 31, 2013

Re-designations expiring in 2012 and 2013 were combined into one class to allow adequate time for completion of work (N=37)

The Re-Designation Process was divided into 3 phases

The Phase 1 Re-Designation Packet was mailed and emailed on March 2, 2012

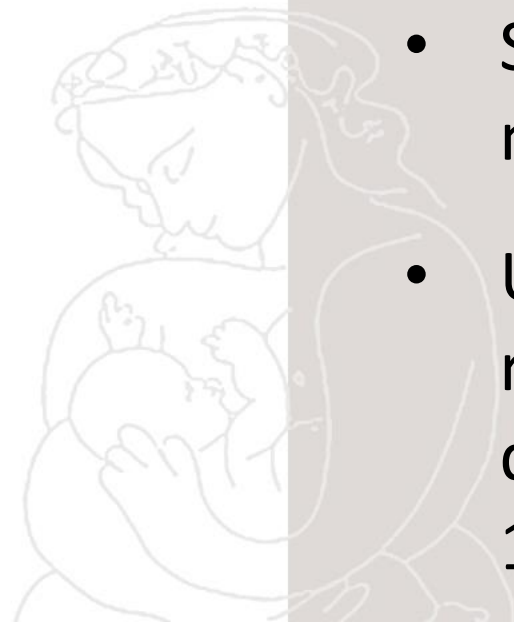


- Letter explaining the new process
- Coversheet and Checklist
- Facility Data Sheet
- Infant Feeding Policy Check-off Tool
- Attestation Form for Purchasing Breast Milk Substitutes, Bottles and Nipples
- Invoice for annual fee



Due July 1, 2012

- Coversheet and checklist
- Completed facility data sheet
- Signed attestation of purchase of breast milk substitutes, bottles and nipples
- Updated infant feeding policy (BFUSA reviewed all policies submitted by deadline and provided feedback by Oct 1, 2012)



- Upon receipt of all Phase I items, facilities were sent the Phase II materials
- Audits tools for each of the Ten Steps (tools are combined for some steps)
- Audit Results and Quality Improvement Plans were due December 15, 2012



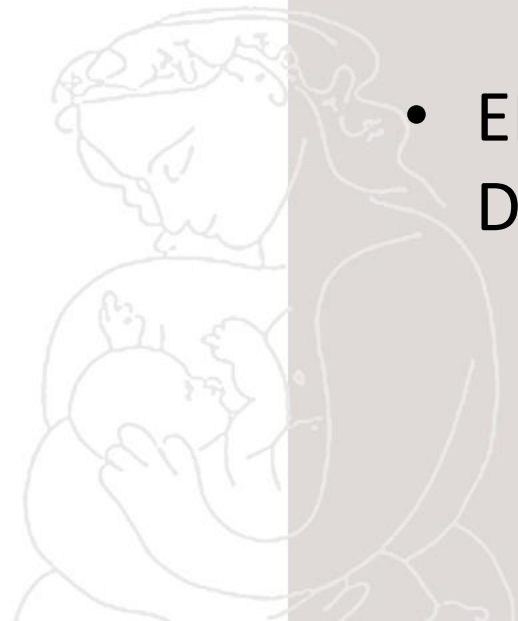
- All Phase II Materials were reviewed by BFUSA
- BFUSA provided Feedback on all audit results and QI plans.



- Coversheet and checklist
- Instructions for submission of updated audit results and report (due October 15, 2013)
- Annual fee invoice



- BFUSA compiled the audit results for each facility into a blinded report
- Reports were sent to the ERB
- ERB cast votes to pass or fail Re-Designation



Policy-Step 1

2012

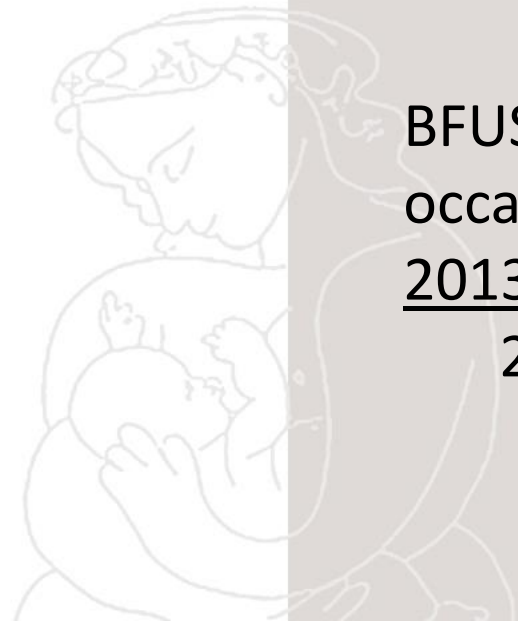
All 37 hospitals submitted policies that lacked required components identified on our policy check-off tool

BFUSA reviewed all 37 policies on multiple occasions

2013

28 Passed on Policy

9 Still need work in order to pass



2012 – Audit Results N=37

Step 2 11 Passed

Step 3 12 Passed

Step 4 29 Passed

Step 5 19 Passed

Step 6 21 Passed

Step 7 32 Passed

Step 8 33 Passed

Step 9 16 Passed

Step 10 32 Passed

Code 28 Passed



2013 – Audit Results N=37

Step 2 30 Passed

Step 3 28 Passed

Step 4 36 Passed

Step 5 34 Passed

Step 6 35 Passed

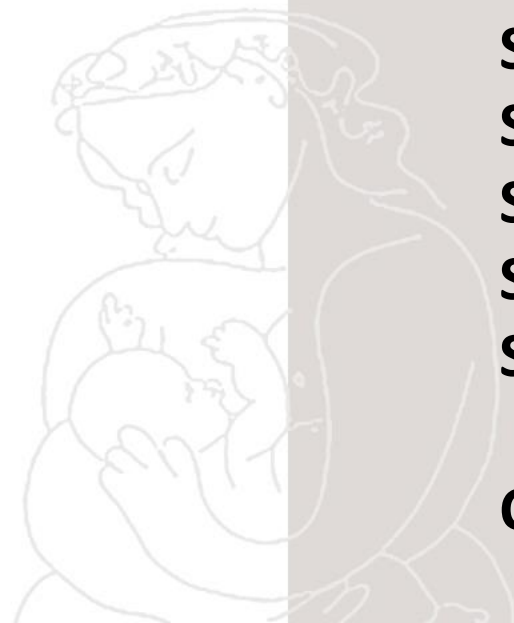
Step 7 All Passed

Step 8 All Passed

Step 9 32 Passed

Step 10 All Passed

Code 30 Passed



	2012	2013
Step 2	11 Passed	30 Passed
Step 3	12 Passed	28 Passed
Step 4	29 Passed	36 Passed
Step 5	19 Passed	34 Passed
Step 6	21 Passed	35 Passed
Step 7	32 Passed	All Passed
Step 8	33 Passed	All Passed
Step 9	16 Passed	32 Passed
Step 10	32 Passed	All Passed
Code	28 Passed	30 Passed



18 facilities were
Re-Designated

19 facilities were given the status of
RE-Designated Pending



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The BFUSA
Monitoring Process:
Facilities audit
assigned steps and
conduct QI Projects



- Designated facilities are expected to audit practices, report results to BFUSA and conduct QI projects on assigned steps each year
- Steps are assigned by BFUSA
- Must use BFUSA supplied tools
- There is an annual fee to BFUSA



- 2012 Activities – Steps 1 and 2
- 2013 Activities – Steps 4 & 7
- 2014 Activities – Step 6
- 2015 Activities – Steps 3, 5, 8, 9 & 10
- 2016 Activities – The Code
- 2017 Activities – Steps 1 and 2
- ETC.

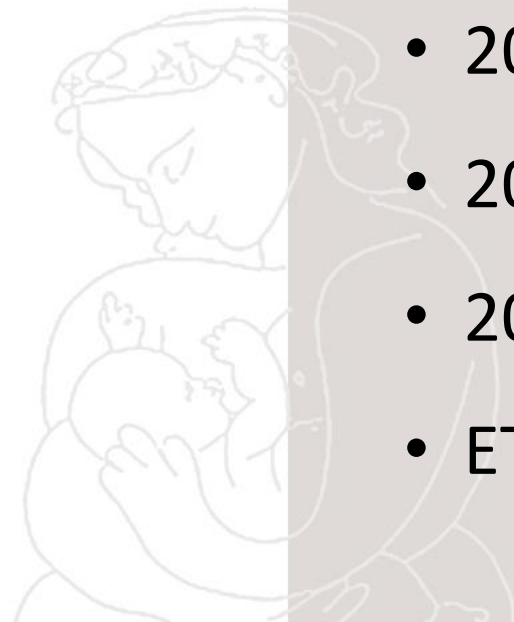


Chart 1 - 2012 - 2016 Audit/QI Project Schedule

YEAR	AUDIT STEPS	TOOLS PROVIDED BY BFUSA
2012	1 and 2	Facility Data Sheet, Policy Check off tool, Attestation of Purchase of Breast milk Substitutes, bottles and nipples, Step 1, Audit Tool and Step 2 Audit Tools and Training Plan Template
2013	4 and 7	Facility Data Sheet, Attestation of Purchase of Breast milk Substitutes, bottles and nipples, Steps 4 and 7 Audit Tool
2014	6	Facility Data Sheet, Attestation of Purchase of Breast milk Substitutes, bottles and nipples, Step 6 Audit Tool
2015	3, 5, 8, 9 and 10	Facility Data Sheet, Attestation of Purchase of Breast milk Substitutes, bottles and nipples, Step 3 Audit Tool and Steps 5, 8, 9 and 10 Audit Tool and Patient Education Plan Template
2016	Code	Facility Data Sheet, Attestation of Purchase of Breast milk Substitutes, bottles and nipples, Code Audit Tool

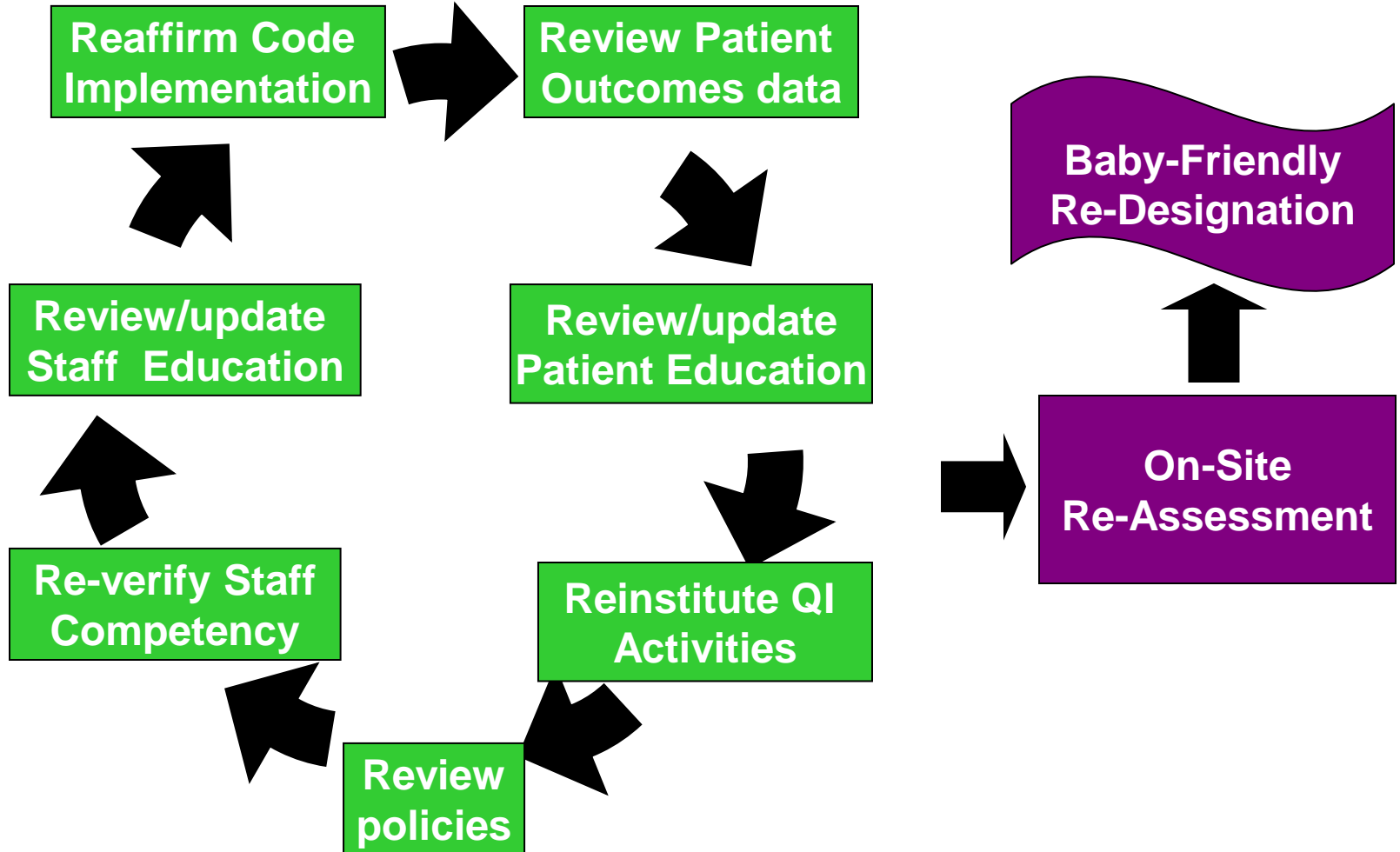
- Facilities NOT in the Re-Designation process MUST participate in Annual QI



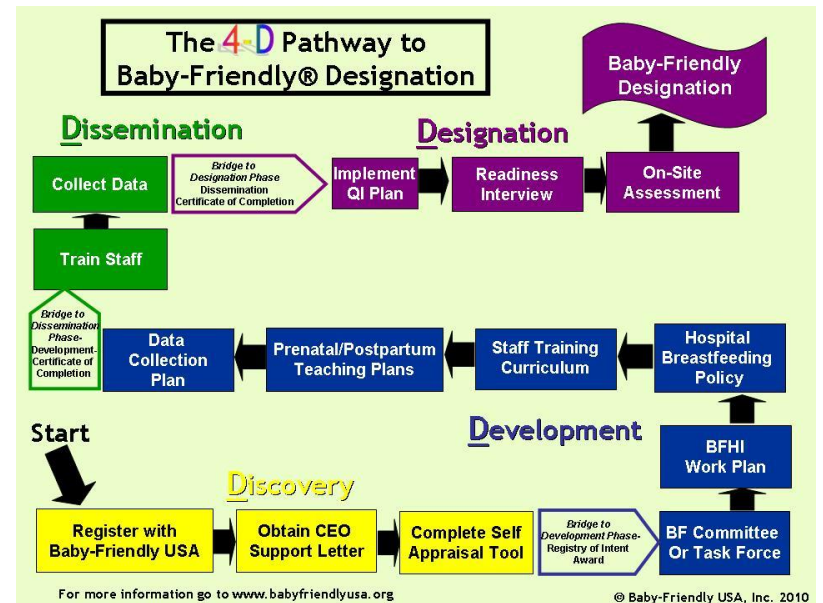
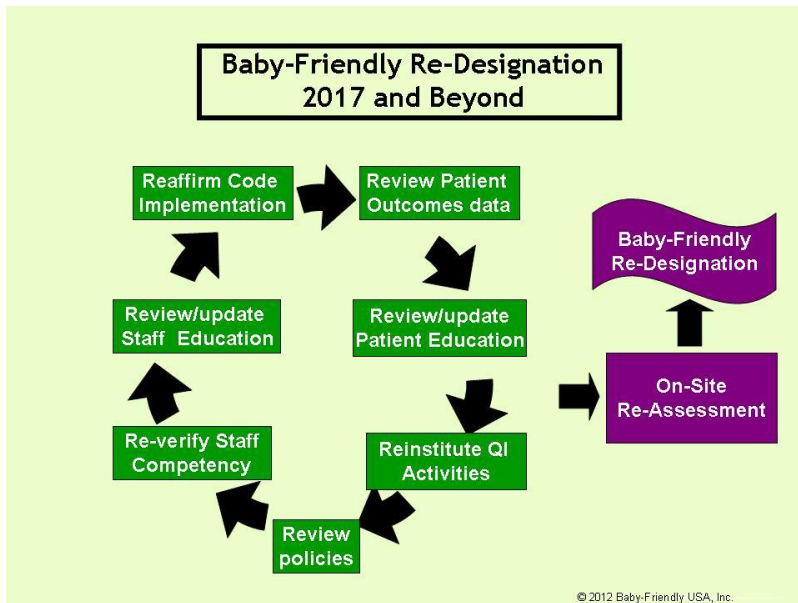
- On-site assessments will be conducted for all facilities whose designation expires in 2017
- Over a 5 year period of time, the facility will have audited all 10 Steps and should be well prepared for the on-site Re-Assessment



Baby-Friendly Re-Designation



Re-Designation Encompasses the Dissemination and Designation Phases



Utilize the same Audit Tools as the
Dissemination Phase of the 4-D Pathway

- This helps COI hospitals align with new Guidelines and Evaluation Criteria and 4-D Pathway
- Allows 4-D hospitals to use familiar tools to monitor practices



- Stay vigilant and prevent practice slippage
- Even though the only Audit Results due to BFUSA are for the assigned steps, keep auditing the prior year steps
- It is easier to maintain a practice than to fix one that has slid
- Routine audits serve as an early warning system



How should audits be conducted?



- The purpose of conducting audits on Baby-Friendly practices in your facility is to highlight areas of excellent care, as well as identify opportunities for quality improvement.
- There are two key factors to keep in mind as you are planning your audits.
 1. Selecting auditors
 2. Sample to be audited



- Good command of the subject matter to evaluate accuracy/completeness of responses
- Objective
- Good interviewing skills
- Good critical thinking skills
- Capable of probing without leading to the answer



- Representative of the entire population
- Sufficient in size and diversity to effectively evaluate if the desired outcome is being achieved



Sample Sizes For Staff Interviews

STAFF SIZE	NUMBER OF INTERVEIWS
1 – 49 employees	5 interviews
50-99 employees	10 interviews
100-199 employees	15 interviews
200 + employees	25 interviews

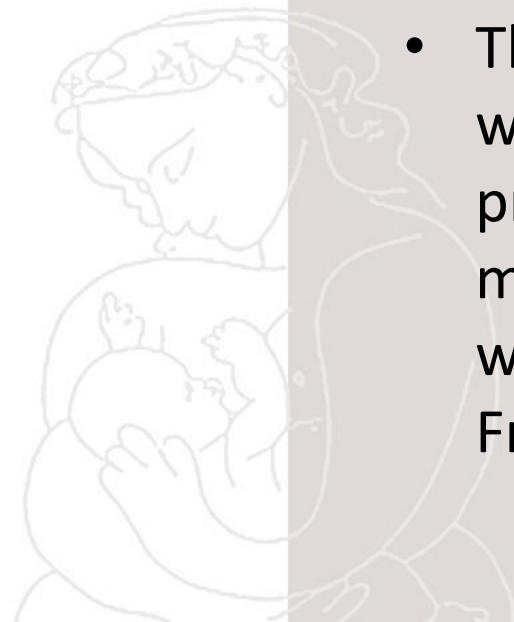
Sample Sizes For Patient Interviews

# ANNUAL BIRTHS	NUMBER OF INTERVEIWS
< 500 births	5 interviews
500-999 births	10 interviews
1,000 + births	25 interviews

Can I make copies of the Baby-Friendly USA materials?



- The tools are provided to and may be reproduced by facilities who are participating in the Development, Dissemination, Designation, Annual QI and/or Re-designation phases
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Questions:

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