

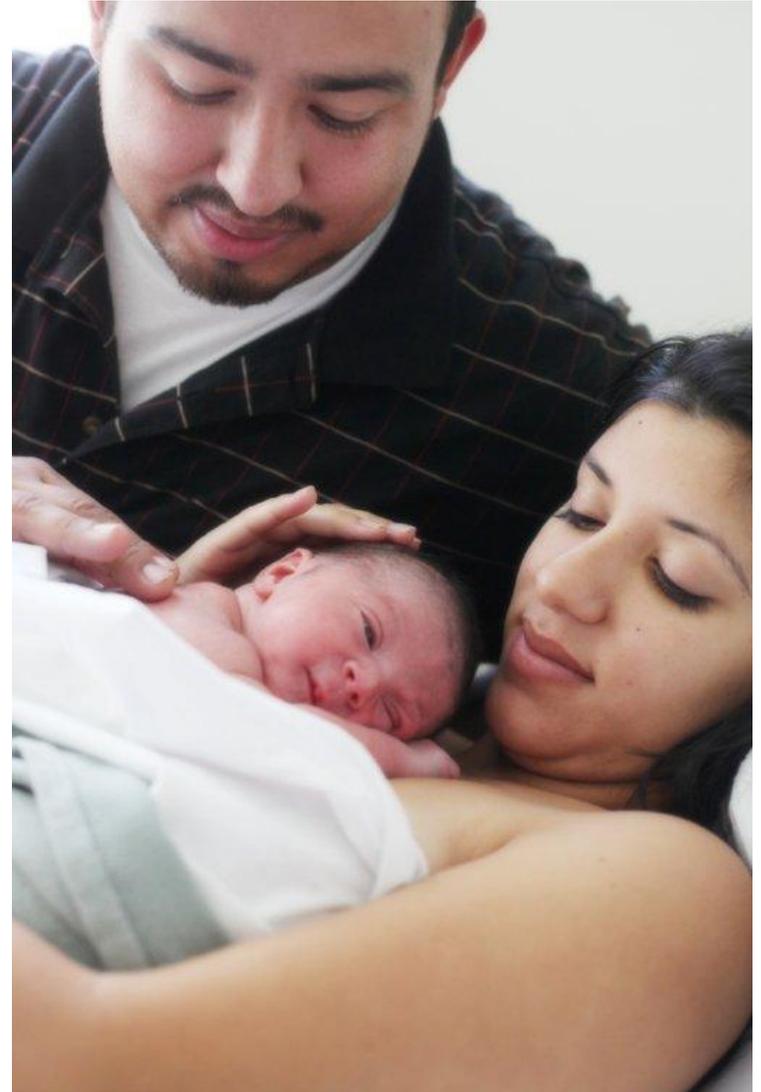
Birth and Beyond California: Implementation

Karen Peters

Breastfeeding Task Force of Greater Los Angeles

Goal: Improve In-Hospital Exclusive Breastfeeding Rates

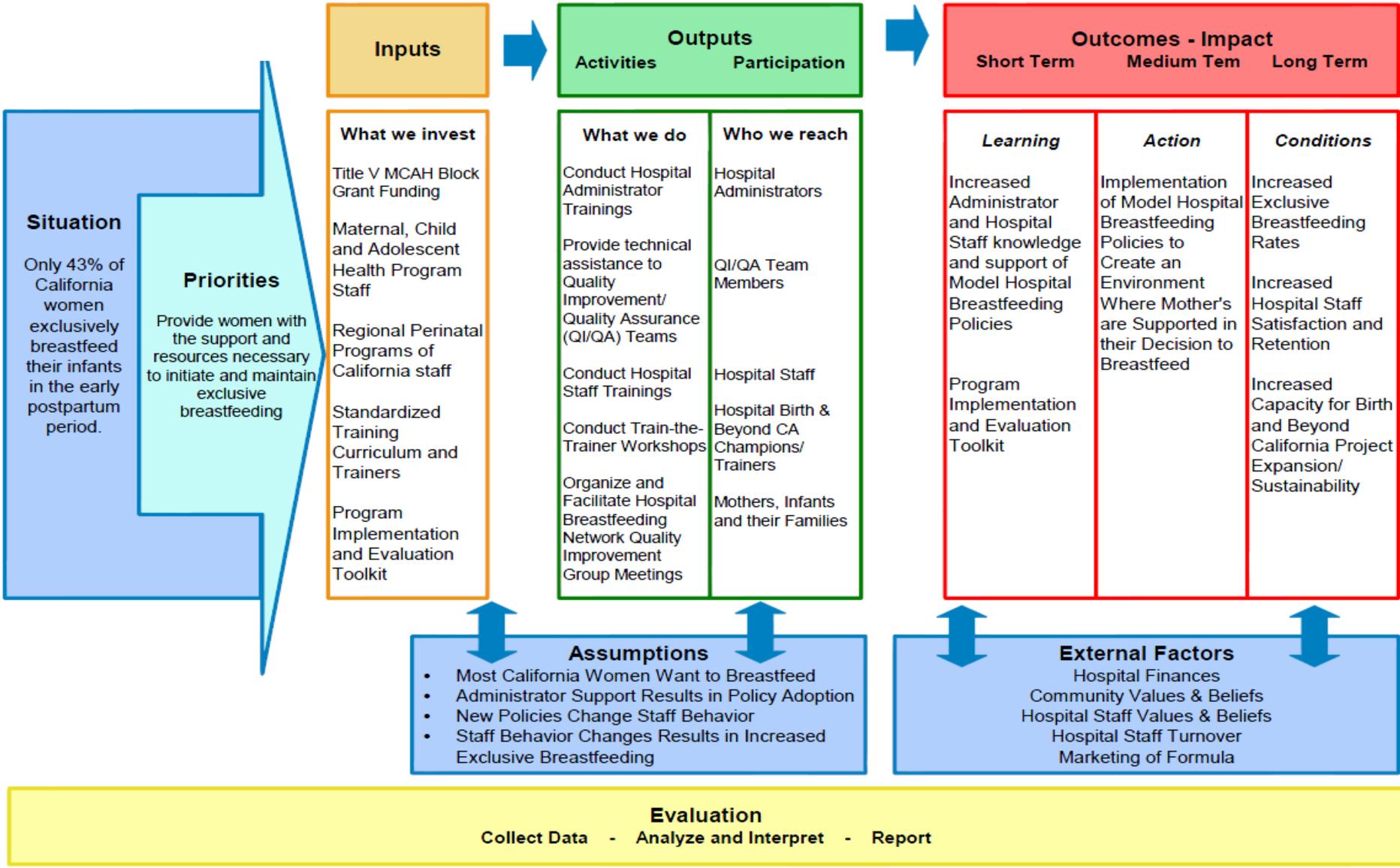
- ▶ Enhance attachment of mothers & babies
- ▶ Reduce separation
- ▶ Increase skin-to-skin contact
- ▶ Honor mothers' decision to breastfeed



Project Objectives

- ▶ Hospital recruitment & enrollment
 - ▶ California Model Hospital Breastfeeding Policy Recommendations
 - ▶ Core curricula
 - ▶ <http://cdph.ca.gov/BBCProject>
- 

Figure 3: Birth and Beyond California (BBC) Logic Model



Project Background

- ▶ Modeled after Birth and Beyond
 - Developed by Perinatal Services Network
 - Led by Carol Melcher



SOFT

- ▶ Skin to skin contact
- ▶ Open eye to eye
- ▶ Finger tip touch
- ▶ Time together



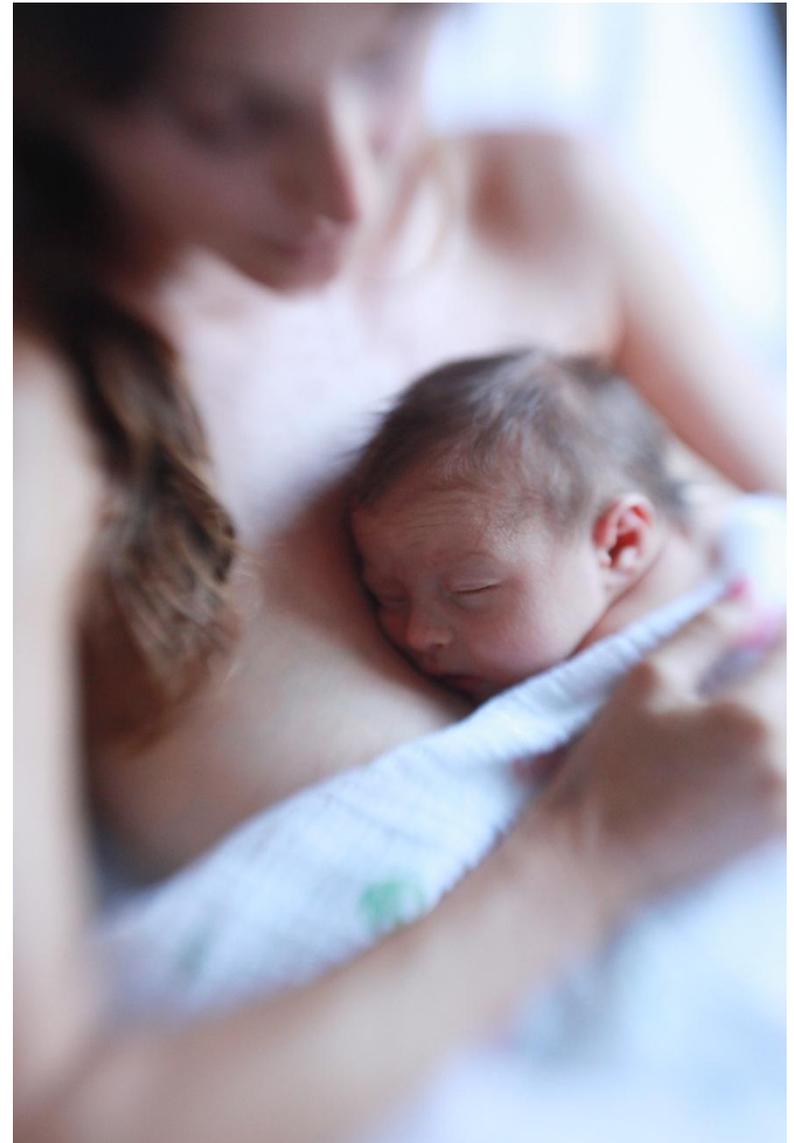
Key Steps



- ▶ “Sparkplug”
- ▶ Interdisciplinary QI team
- ▶ Mandatory nurse competency
- ▶ Physician champion
- ▶ Policy revision

Education Focus

- ▶ Skin to skin for all mothers & infants
- ▶ Engenders infant competence



Recruitment

- ▶ Request for application (RFA)
 - ▶ Promoted
 - Email
 - Postcards
 - fliers
 - ▶ Information sessions
- 

Hospital Selection

- ▶ Los Angeles
 - 8 hospitals applied in Cycle 1
 - 5 selected
 - Rubric focused on
 - High birth rate, low breastfeeding rates
 - Policies and practices that support breastfeeding



Orange County Experience

- ▶ Lack of hospital interest
- ▶ Maternal Child Health Director
- ▶ Four hospitals: lowest breastfeeding rates
- ▶ Basic QI



Orange County Results

- ▶ Success!



Primary Activities

- ▶ Decision Maker Workshop
- ▶ Multidisciplinary QI team
- ▶ Regional QI Network



Primary Activities

- ▶ Training
 - Learner Workshop
 - Train-the-Trainer Workshop



Figure 3

The Birth and Beyond California Project's PDCA* Model



*PDCA stands for Plan, Do, Check, and Act

Expansion

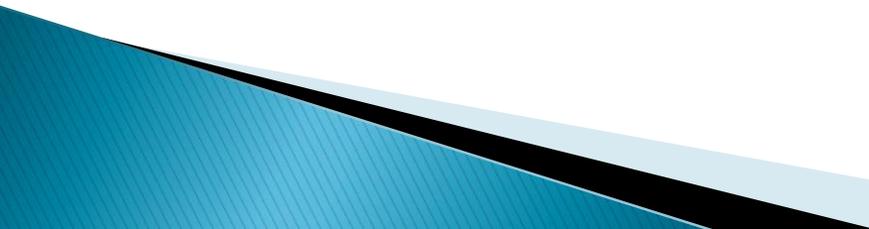
- ▶ San Joaquin County
- ▶ Additional hospitals
 - Santa Paula
 - Ronald Reagan UCLA
 - Valley Presbyterian



Expansion



Going Baby-Friendly

- ▶ Birth & Beyond California (2009) met the Certificate of Intent Baby-Friendly USA Guidelines
 - ▶ Baby-Friendly USA (2010) revised Guidelines
 - ▶ Birth & Beyond California needs additional modules to meet the new Guidelines
- 

The 4-D Pathway to Baby-Friendly™ Designation

Dissemination

Collect Data

Train Staff

*Bridge to Designation Phase
Dissemination
Certificate of Completion*

Implement
QI Plan

Readiness
Interview

On-Site
Assessment

Baby-Friendly
Designation

*Bridge to
Dissemination
Phase-
Development-
Certificate of
Completion*

Data
Collection
Plan

Prenatal/Postpartum
Teaching Plans

Staff Training
Curriculum

Hospital
Breastfeeding
Policy

Start

Development

Discovery

Register with
Baby-Friendly USA

Obtain CEO
Support Letter

Complete Self
Appraisal Tool

*Bridge to
Development Phase-
Registry of Intent
Award*

BF Committee
Or Task Force

BFHI
Work Plan

Celebrate Success!

