



Birth and Beyond California: Hospital Breastfeeding Quality Improvement & Staff Training Demonstration Project

Funding: Federal Title V Block Grant through the California Department of
Public Health; Maternal, Child & Adolescent Health Division

November 10, 2011

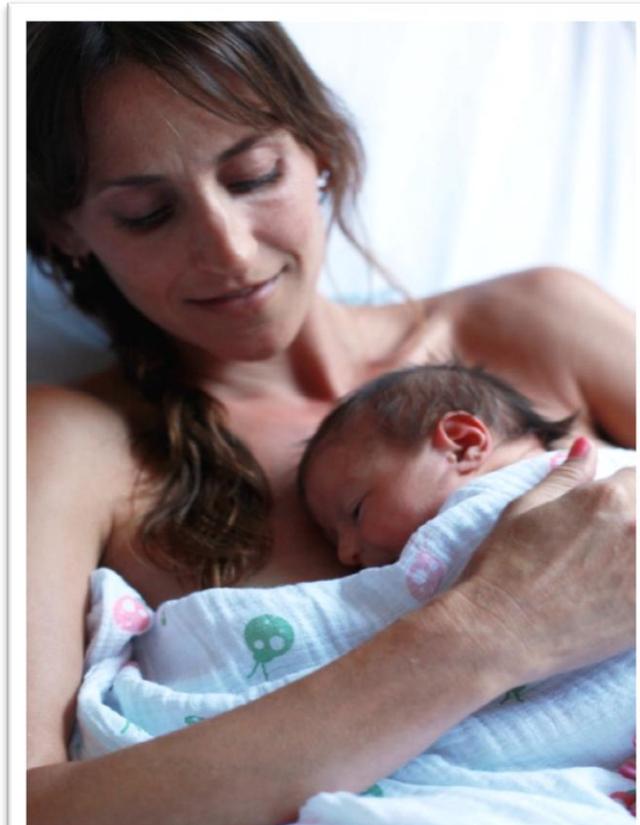
HOSPITAL SCENARIOS

An obstetrician with many years experience missed the delivery and arrived 15 minutes after the baby had been placed skin-to-skin. Nursing staff explained skin-to-skin.



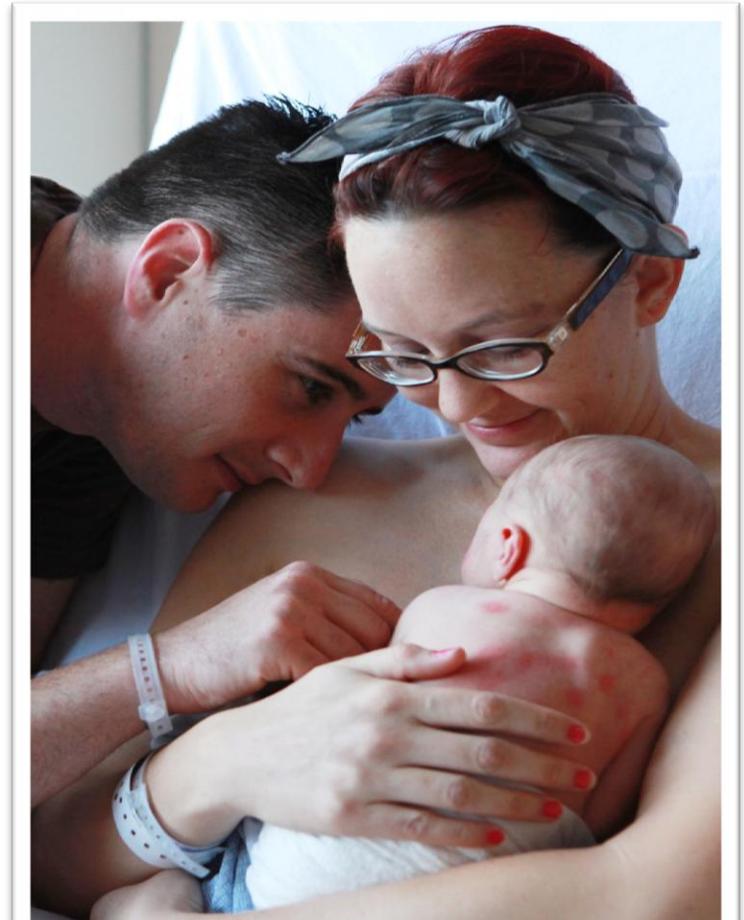
HOSPITAL SCENARIOS

A labor and delivery nurse of 32 years who believed she didn't need the class sat the first day with her arms crossed. She said, "I don't need this class."



HOSPITAL SCENARIOS

A newborn took a long time, 45 minutes, but did the whole crawl, thrusting and using his hands and making eye contact with his mom and finally latched on.





Birth and Beyond California:

Hospital Breastfeeding Quality Improvement and Staff Training Demonstration Project



- **Introduction & Overview** – Suzanne Haydu, MPH, RD
- **Regional Perinatal Program of California-** Leona Shields, PHN, MN, CNP
- **Implementing Birth and Beyond** – Karen Peters, MBA, RD, LCCE, IBCLC
- **Outcomes and Lessons Learned** – Cindy Fahey, MSN, RN, PHN
- **Questions and Answers** – All

Directions

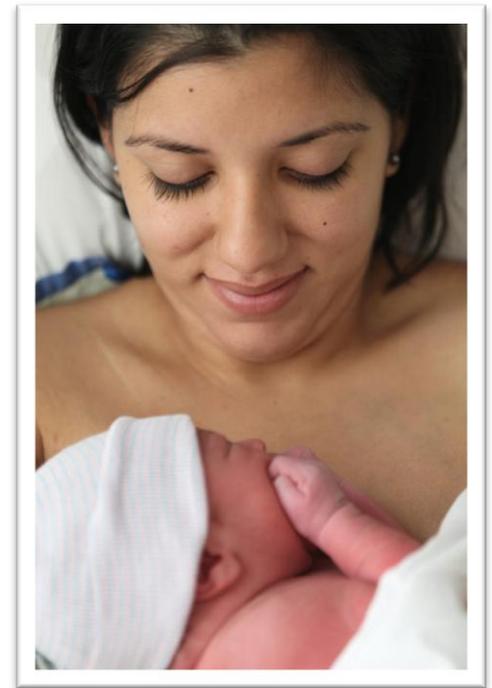
- Attendees are all on mute
- Presentation will be recorded and made available at: <http://cdph.ca.gov/BBCProgram>
- Type questions into chat box and send to everyone
- What you write will be visible to everyone
- We will not respond to “raised hands”
- Questions will be answered at the end of all of the presentations



At the end of the Webinar, attendees will be able to:



- Explain why the CDPH initiated the BBC Project
- Identify 3 activities to obtain hospital administration support for the project.
- Describe the strategic importance of emphasizing skin to skin practices
- Create an effective multi-disciplinary quality improvement team.
- Describe 3 critical components of a successful hospital breastfeeding support program.



Suzanne Haydu, MPH, RD

**Nutrition and Physical Activity Coordinator
Maternal, Child & Adolescent Health Division
Center for Family Health
California Department of Public Health**



Birth and Beyond California:

Hospital Breastfeeding Quality
Improvement and Staff Training
Demonstration Project Report

DEVELOPED BY:

Maternal, Child and Adolescent Health Division
Center for Family Health
California Department of Public Health

IN COLLABORATION WITH:

PAC/LAC: the Perinatal Advisory Council:
Leadership, Advocacy and Consultation,
Tarzana, CA

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CDPH, Maternal, Child and Adolescent Health Team



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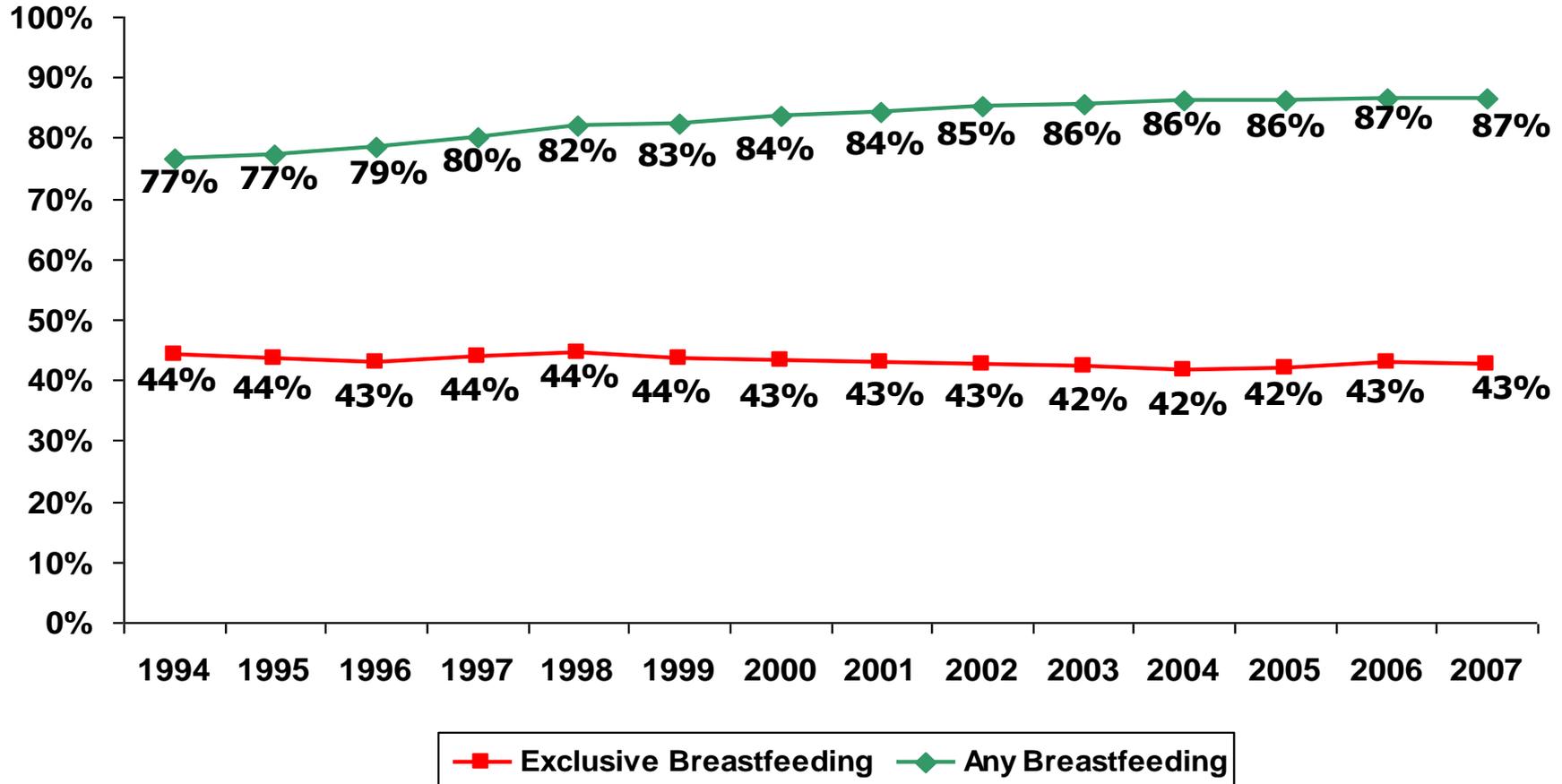
Jeanette Panchula, RN, PHN, IBCLC

Karen Ramstrom, DO, MSPH

Connie Mitchell, MD, MPH

Shabbir Ahmad, DVM, MS, PhD

Any and Exclusive Hospital Breastfeeding California : 1994-2007



Data Source: California Department of Public Health, Genetic Disease Screening Program, Newborn Screening Database 1994-2007

Prepared by: California Department of Public Health, Maternal, Child and Adolescent Health Division

Note: Includes cases with feeding marked 'BRO' (Breast Only), 'FOO' (Formula Only), or 'BRF' (Breast & Formula)

Interventions before Birth and Beyond California (BBC)

- Breastfeeding Promotion Committee
- California Model Hospital Policy Recommendations
- Toolkit to implement the policies
- State and county-level data with message "Policies affect breastfeeding rates."
- Local initiatives to assist change

BBC is Developed

- In June 2007, \$500K (Title V) earmarked annually for 4 years
- Goal: To develop a hospital quality improvement project that promotes exclusive breastfeeding
- Model: Birth and Beyond Project in Riverside and San Bernardino counties, now known as www.softhospital.com



Collaboration: Providing Strength for BBC



- Maternal, Child & Adolescent Health (MCAH) Division (Title V funding)
- Breastfeeding Coalitions
- Local community experts
- Hospital Administration/staff
- **Regional Perinatal Programs of California (RPPC)**