

Florida Baby Steps to Baby Friendly Hospital

Florida Quest For
Quality Maternity Care Award

a joint project of

Florida Breastfeeding Coalition, Inc & Foundation for a Breastfeeding Culture



Florida Breastfeeding
Coalition, Inc.



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Florida Baby Steps to Baby Friendly Hospital



Phase 1- one star



Phase 2 – two stars



Phase 3 – three stars



Phase 4 – four stars



Phase 5 – Become
designated Baby-
Friendly Hospital

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Mounting Evidence confirms the long and short term benefits of breastfeeding for infants and mothers. For these reasons, professional health organizations— including the *American Academy of Pediatrics*, the *American College of Obstetricians and Gynecologists*, the *American Academy of Family Physicians*, the *American Dietetic Association* is the *Academy of Nutrition and Dietetics*, and the *American Public Health Association*—have issued strong public endorsements of breastfeeding. The **U. S. Department of Health and Human Services**, through its **Healthy People 2020** goals, have established national objectives for hospitals to increase the proportion of live births that occur in facilities that provide recommended care for lactating mothers and their babies from 2.9% baseline to 8.1% and to reduce the proportion of breastfed newborns who receive formula supplementation within the first 2 days of life from 15.6% baseline to 10%. In addition to these breastfeeding support goals, **Healthy People 2020** raised the targets for breastfeeding initiation, duration, and exclusivity, establishing goals to increase the proportion of infants who are breastfed. Hospital breastfeeding initiation (81.9 percent from baseline of 74), exclusive breastfeeding at 3 months (46.2 percent from baseline of 33.6), exclusive and any breastfeeding at six months (25.5 percent from baseline of 14.1), and continuation of breastfeeding at one year postpartum (34.1 percent from a baseline of 22.7).

In the **Surgeon General's Call to Action** two of the obstacles women encounter when they attempt to breastfeed are:

- Lack of up-to-date instruction and information from health care professionals.
- Hospital practices that make it hard to get started with successful breastfeeding

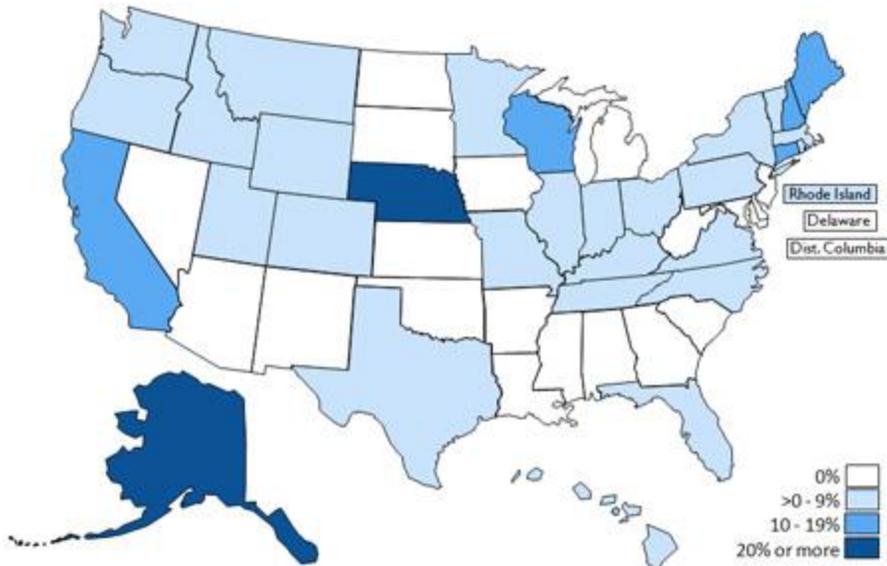
The Joint Commission, recognizing not breastfeeding as a risk, developed an award winning Speak Up Initiative for evidence based maternity care practices and has set exclusive breastfeeding in the hospital as one of its maternity core measures.

The **Centers for Disease Control** recommends hospitals:

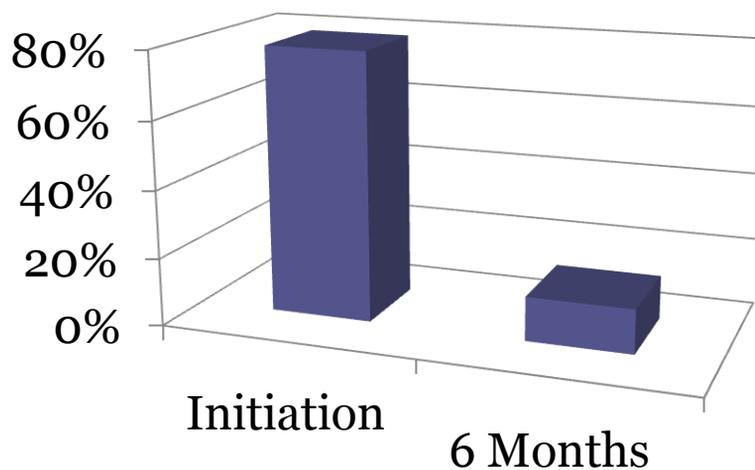
- Partner with Baby-Friendly hospitals to learn how to improve maternity care
- Use CDC's Maternity Practices in Infant Nutrition and Care (mPINC) survey data to prioritize changes to improve maternity care practices
- Stop formula marketing and distributing formula samples to breastfeeding mothers
- Work with community organizations, doctors, and nurses to create networks that provide at-home or clinic-based breastfeeding support for every newborn
- Become Baby-Friendly

According to data coming from the Communities Putting Prevention to Work grant in Miami-Dade County some hospitals in Florida have supplementation rates close to 98% in the first two days of life exceeding country baseline of 82.4%. According to the CDC mPinc report women in Florida initiate breastfeeding at 79.5% and only 12.9% make it to the recommended exclusive breastfeeding to 6 months.

Percent of Births in Baby Friendly Facilities by state



Florida Initiation versus Florida Exclusive Breastfeeding to Six Month



Benefits of breastfeeding

The range of breastfeeding benefits are extensive.

Health outcomes for breastfed infants and their mothers are superior and well documented. Compared to formula-fed infants, breastfed infants have an enhanced immune system and a lower incidence of invasive bacterial infection, diarrhea, respiratory tract infections, otitis media, urinary tract infections, and necrotizing enterocolitis.

Studies also show additional protective effect of breastfeeding that may reduce the incidence of type I and type II diabetes mellitus, obesity, leukemia, Hodgkin's disease, hypercholesterolemia and asthma.

Mothers who breastfeed have less postpartum bleeding, a reduced risk of ovarian cancer and premenopausal breast cancer, improved bone remineralization postpartum with reduction in hip fractures in the postmenopausal period, and an earlier return to pre-pregnant weight.

In terms of health care savings, a review of the economic benefits of breastfeeding reported that a minimum of \$3.6 billion would be saved annually in this country if the prevalence of exclusive breastfeeding increased from current levels to the levels recommended by the U.S. Surgeon General.

The **AAP Policy** strengthens current recommendations for feeding healthy term infants as well as for high-risk infants. The recommendations for healthy term infants include the following:

- Human milk should be recommended for all infants unless a specific contraindication exists
- Policies and practices that optimize and support breastfeeding should be encouraged during the time near and immediately after delivery
- Healthy infants should remain in contact with their mothers immediately after birth, emphasizing direct skin-to-skin contact until the first feeding is accomplished
- Supplements, including water, glucose water, formula and other fluids, should not be given to breastfeeding newborn infants unless ordered by a physician when a medical condition exists
- Pacifiers should be avoided during the initiation of breastfeeding and used only after breastfeeding is well established (usually around 3–4 weeks in a healthy newborn)
- Mother and infant should room together throughout the day and night to facilitate initiation of breastfeeding
- A trained caregiver should formally evaluate breastfeeding at least twice daily and fully document the evaluations in the hospital record during each day in the hospital after birth
- During the early weeks of breastfeeding, mothers should provide 8–12 feedings at the breast every 24 hours whenever the infant shows feeding cues
- Pediatricians and parents should be aware that exclusive breastfeeding is sufficient to support optimal growth and development for approximately the first 6 months of life. Exclusive breastfeeding provides continuing protection against diarrhea and respiratory tract infection. Breastfeeding should be continued for at least the first year of life and beyond for as long as mutually desired by mother and child
- Should hospitalization of the breastfeeding infant be necessary, every effort should be made to maintain breastfeeding



The **Baby Friendly Hospital Initiative** provides guidelines for successful initiation of breastfeeding, called the “**Ten Steps to Successful Breastfeeding**.” Hospitals and birthing centers that achieve the Ten-Steps criteria are given the designation of “Baby-Friendly Hospital.” Worldwide more than 18,000 maternity facilities have the designation. In the United States, 121 hospitals and birthing centers have been designated as Baby Friendly Hospitals. Florida welcomed its first Baby Friendly Hospital in 2000 and presently only has four of its 128 birthing facilities designated as Baby Friendly Hospitals.

Baby-Friendly USA, a nonprofit organization, is the national authority for the Baby Friendly Hospital Initiative in the United States. Its informative Web site at www.babyfriendlyusa.org outlines steps to become Baby-Friendly and offers ways to work through the challenges to obtain the designation.

A vast amount of research supports the Baby Friendly Hospital Initiative guidelines as an effective approach for increasing breastfeeding rates. The Ten Steps to Successful Breastfeeding have been consistently associated with successful breastfeeding.

The Ten Steps to Successful Breastfeeding

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within one hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
6. Give newborn infants no food or drink other than breast milk, unless medically indicated.
7. Practice rooming-in—allow mothers and infants to remain together—24 hours a day.
8. Encourage breastfeeding on demand.
9. No artificial teats, nipples or pacifiers given to infant during hospital stay with exception to analgesic use during painful procedures when breastfeeding cannot be provided.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

Source: World Health Organization, United Nation’s Children’s Fund: Protecting, promoting, and supporting breastfeeding: The special role of maternity services (a joint WHO/UNICEF statement). *International Journal of Gynecology and Obstetrics*, 31:171–183, 1990

Florida Quest for Quality Maternity Care Award

The **Florida Breastfeeding Coalition** has designed a quality improvement award based on the Ten Steps to Successful Breastfeeding and Baby Friendly USA 4-D Pathway.

In accordance with hospital quality improvement, each hospital will be recognized for completing a Phase corresponding with the 4-D Pathway. The hospital is not required to register with Baby Friendly USA and can obtain up to 4 stars without becoming designated as Baby Friendly. Only those hospitals that do actually apply to Baby-Friendly USA and receive the Baby-Friendly Hospital designation will be awarded the 5th Star by Florida Breastfeeding Coalition. The Florida Quest for Quality Maternity Care Award does not replace Baby Friendly USA pathway to designation. Hospitals and birthing centers must apply and complete the 4-D pathway with Baby Friendly USA to become designated a Baby-Friendly Hospital. This five star system has been developed wherein one star is achieved through each Phase completed toward WHO/UNICEF Baby Friendly Initiative. Each Phase is described by Baby Friendly USA and is as follows:

Phase I: *(first star - one star will be awarded upon completion of this phase*)*

- Obtain CEO letter of support
- Complete self appraisal tool addressing the WHO/UNICEF ten steps to successful breastfeeding

Phase II: *(second star*)*

- Develop interdisciplinary team to actively engage in planning, oversight of quality care and ensure the quality goals are achieved.
- Develop Baby Friendly Hospital Work Plan
- Develop hospital breastfeeding policy that reflects the WHO/UNICEF Ten Steps to Breastfeeding
- Identify training curriculum and plan for training staff
- Identify and/or develop prenatal teaching plans
- Identify core measures, benchmarks and data collection plan

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Phase III: *(third star*)*

- Implementation of plan, education and use of evidence-based clinical practices in the care of maternity patients, with particular attention to those steps targeted by WHO/UNICEF.
- Ensure efficiency: minimize inappropriate variations, barriers and/or inconsistencies in plan.
- Establish a culture and leadership style that encourages evidence based maternity care as reflected in WHO/UNICEF Ten-Steps.
- Implement the use of data collection plan and effectively communicate results to all administration and staff.
- Ensure alignment with Baby Friendly USA implementation guidance.

Phase IV: Implementation of all ten-steps: *(fourth star*)*

This is for facilities who have not yet reached designation through Baby Friendly USA but have implemented all Ten Steps to Successful Breastfeeding. Facility will need to provide pre implementation data (baseline data) and three months of data collected post implementation.

- Define and routinely monitor performance measures for each of the ten steps for the full range of service provided by Maternity Care.

Phase V: Designation of Baby Friendly Hospital: *(fifth star – Only those hospitals*

that do actually apply to Baby-Friendly USA and receive the Baby-Friendly Hospital designation will be awarded five stars by Florida Breastfeeding Coalition. The Florida Quest for Quality Maternity Care Award does not replace Baby Friendly USA pathway to designation. Hospitals and birthing centers must apply and complete the 4-D pathway with Baby Friendly USA to become designated a Baby-Friendly Hospital.

**Stars are awarded to recognize each Phase of the Baby Friendly USA 4-D Pathway by the Florida Breastfeeding Coalition*

Each of above mentioned Phases is described in the application. Following each description are related questions. Many require documentation to support answer. A tool kit for implementation is available on the website to assist you in providing documentation and implementation.

Florida Quest for Quality Maternity Care Award, although aligned with WHO/UNICEF Ten-Steps and Baby Friendly USA, is different in that:

- There are NO fees attached
- Recognition is awarded incrementally to help support a continuum of improvement in quality maternity care
- There is no site visit required for the first four stars
- It is a statewide program to promote healthy competition in Florida

Benefits:

The benefits of participating in this voluntary program include:

- Improving the health of the mother-baby dyad
- Increasing patient satisfaction with maternity care services in your facility
- Meeting The Joint Commission Core Measures for exclusive breastfeeding and any future benchmarks
- Meeting the Surgeon General's Call to Action to Support Breastfeeding
- Improving CDC mPinc results for your facility
- Meeting the Healthy People 2020 Goal for exclusive breastfeeding in hospital
- Recognition as a facility that provides evidence-based maternity care
- Free marketing and recognition to the public about your efforts

In order to provide continuous quality improvement of this project, we welcome all suggestions for improvement.

Florida Breastfeeding Coalition, Inc.

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