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Excited about Baby Friendly Designation! How do we Ensure the Momentum for Continued Success?

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Intervention- Improvement Methods

Literature was reviewed rated and ranked utilizing the Johns Hopkins Nursing Evidence Based Practice Model. Suggestions from patient advisors were incorporated.

Staff Education
- Education of RNs and Clinical Technicians through scheduled breastfeeding skill fairs with hands-on simulations regarding positioning and latching
- Review of the “Ten Steps to Successful Breastfeeding” and their incorporation into daily practice
- All new hires complete 20 hours of online breastfeeding education and increasing to 12 hours of hands on lactation learning, to embed the “Ten Steps to Successful Breastfeeding” into daily practice

Community Partnership
- Collaborate with our community partner to conduct prenatal education regarding the benefits of breastfeeding and expectations when delivering in a Baby-Friendly Hospital

Recommendations
1. Educate new staff to incorporate Baby-Friendly practices into daily bedside care.
2. Strengthen ties with community partners with the goal of 100% prenatal patient education.
3. Expand to include other community facilities that provide prenatal care.
4. Continue strong leadership support and regular review of exclusive breastfeeding rate.
5. Utilize Baby-Friendly designation as a recruitment tool.

References

PICO Question
Will staff education in combination with early prenatal education increase the exclusive breastfeeding rate?

Project Goals
1. Develop staff education around the “Ten Steps of Successful Breastfeeding.”
2. Collaborate with IAH Community Partner clinic providing prenatal education classes on breastfeeding.
3. Improve the exclusive breastfeeding rate.

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