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

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## Excited About Baby-Friendly® Designation! How Do We Ensure Momentum for Continued Success?

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### Introduction and Problem Statement

Breastfeeding improves health outcomes for mothers and babies. Breastfed children have fewer and less severe illnesses, resulting in reduced healthcare costs for families and communities. The World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) launched Baby-Friendly Hospital Initiative (BFHI) in 1991. In September 2015, Inova Alexandria Hospital (IAH) obtained the prestigious Baby Friendly designation.

As the Family Centered Care (FCC) Unit experienced staff turnover, an acute need arose to educate staff around the "Ten Steps to Successful Breastfeeding," which is critical to meet Baby-Friendly criteria, as well as The Joint Commission (TJC) perinatal core measure of exclusive breast-milk feeding. A decline also occurred in prenatal education at the Community Partner clinic.

The TJC definition of exclusive breastfeeding excludes medical supplementation. More than half of TJC accredited hospitals are below 50% in this measure. Baby-Friendly defines exclusive breastfeeding as no food or drink other than breast-milk, unless medically indicated. The purpose of this project was to improve both TJC and Baby-Friendly exclusive breastfeeding rates. TJC exclusive breastfeeding rate for FCC was 58% in March 2016. The Inova system TJC goal is 70%. Our Baby-Friendly exclusive breastfeeding rate was 79% in March 2016. The IAH goal is 80%.

### 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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IAH Staff of Family Centered Care, Labor and Delivery, and Neonatal Intensive Care  
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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

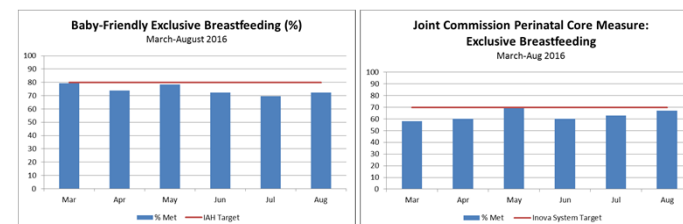
- Education of RNs and Clinical Technicians through scheduled breastfeeding skill fairs with hands-on simulations regarding positioning and latching
- Review of the "Ten Steps to Successful Breastfeeding" and their incorporation into daily practice
- All new hires complete 20 hours of online breastfeeding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



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### Intervention Outcomes

With project initiation the TJC breastfeeding rate remained stable at 64% Per Baby-Friendly, the exclusive breastfeeding 5 month average decreased by 5%. With hardwiring of nursing education, physician support, and community partner collaboration, the exclusive breastfeeding goal is attainable.



### 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.

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