

# Breastfeeding as a Health Policy Issue

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### Model Hospital Polices: First Steps

Kaiser Northern
California Perinatal
Council endorses
implementation of
CDPH Model
Hospital Policies



Using facility based teams, model hospital policies implemented in all KFH Northern California hospitals

Next step: performance improvement using the ICI Model for Improvement methodology



# Why Exclusive Breast Milk Feeding?









- Stated goals of WHO, DHHS, AAP, and ACOG
- Focus of Healthy People 2020, CDC, and California Dept of Public Health
- 2010: TJC announced new Perinatal Care core measures, including "Exclusive Breast Milk Feeding"
- Jan 2011: Surgeon General announced "Call to Action to Support Breastfeeding"











## Breastfeeding "Bundle" – 4 Evidence-Based Strategies

### **The Golden Hour:**

(First hour after birth)

- 1. Skin to skin contact
- 2. Early initiation of breastfeeding

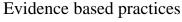


### **Ongoing until Discharge**

- 3. Assistance with breastfeeding / Rooming-In
- 4. No supplementation w/formula unless medically indicated

**Goal:** Exclusive Breast Milk Feeding in the Hospital – 70%









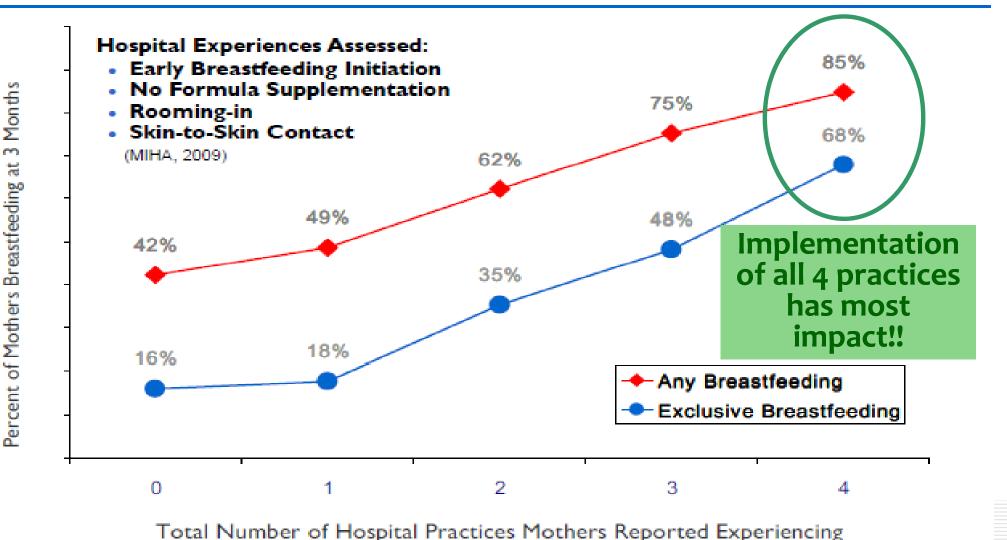
### **4 Key Practices Support Exclusive BF**

(Maternal & Infant Health Assessment Survey – MIHA)



Breastfeeding at 3 Months Postpartum by Total Number of Hospital Practices Experienced Among Women Delivering "Healthy Newborns", MIHA 2009





## Breastfeeding Collaborative Timeline



#### **Pilot Sites**

Hayward South Sacramento

Walnut Creek

Dec 2010

☑ Regional

to sponsor

2011

initiatives for

☑ Planning

meeting with

Steering Group

leaders agree

### **Jan-Feb 2011**

☑ Identify sites

☑ Regional charter

☑ Identify goals

☑ Subject Matter

Expert meeting

☑ Identify measures

☑ Review evidence

☑ PILOT SITES

**Build local teams** 

o MD Leader

o RN Leaders

o Quality/IA

March 2011

☑ Site team established

☑ Assess current practice

☑Design baseline data measurement

PDSA cycles

 Sites testing changes and collecting data Apr-May 2011

Continue testing

 Host expert meeting; review work to date

 Develop materials for learning session

•Monthly Regional Collaborative Calls begin (all MCH units join beg May) June 2011

Q3,4 Spread

- Develop initial playbook
- Host learning session
- Continue to collect data
   dentify best practices
- Take on 3 add'l pilots

### **Structure**

- Subject Matter Expert Team
- Regional faculty
- Site teams/front line staff
- Support: Collaborative calls

#### **Process**

- Charter, measurement strategy
- PDSA testing-tools
- Action periods
- Change package/Playbook

### **Outcomes**

- Learning
- Spread
- Improvement
- Improved outcomes