

Becoming Baby-Friendly in Oklahoma

Next Steps



BBFOK Goals



- Increase number of Oklahoma birthing hospitals that are Baby-Friendly designated
 - Current tally = 1
- Recruit 10 hospitals per year to participate
 - Trailblazer group: 2012
 - Pioneer group: 2013
- Implement at least 4 of the 10 steps in first year of each group
- Host statewide Baby-Friendly Summit

BBFOK Resources



- Hospital Breastfeeding Education project
 - Making Breastfeeding Easier classes
 - Train-the-trainer skills labs
 - Physician CMEs
- Website: www.oumedicine.com/breastfeeding
 - Resources for hospitals
 - Baby-Friendly section under construction
- Model hospital policies

BBFOK Resources

- Sample mother survey
- Other sample hospital policies
- DVDs on skin to skin contact
- Lactation textbook
- Sample physician handbook





BBFOK Support

- Initial in-person group meeting
 - \$500 attendance stipend
- Monthly conference calls for each group
- Technical assistance as needed
 - Site visits
- Mock surveys prior to assessment
- Funding

Pioneer Group



- January 2014:
 - Enroll in Baby-Friendly Development phase
 - Focus on:
 - Policy Development
 - Staff training
 - Patient education
 - Implement data monitoring
 - Any breastfeeding
 - Exclusive breastfeeding at discharge (TJC core measure)
 - Skin to skin contact



Pioneer Group



- January 2014- July 2015
 - Complete Development phase
 - receive up to \$3000 upon verification
 - Complete Dissemination phase
 - receive up to \$3000 upon verification

Pioneer Group



- July – December 2015
 - Prepare for Designation
 - Schedule BFUSA phone assessment
 - Schedule mock surveys
 - Schedule onsite assessment





Pioneer Group

- Achieve designation!
 - Receive final \$3000 funding
 - Have a party
 - Submit a news release
 - Post on website
 - Inform providers and patients



What about everyone else?

- Small steps to the Ten Steps: go back and change ONE thing
- **PDSA:**
 - Plan
 - Do
 - Study
 - Act

PDSA Baby-Friendly Style

- One baby will go skin to skin post cesarean
- One baby will have pediatric exam/bath/hearing test in room
- One survey will be tested on a prenatal patient
- One baby's movements in and out of room will be tracked

Small scale testing

- Gain feedback
- Test the change with those who like it first
- Test in 1 place or on 1 patient
- Do it quickly
- Make a big positive fuss if it works. Keep quiet and rethink if it doesn't

Next week (better: Monday)

- o ID something “Baby-Friendly” to test
- o Write down the **PLAN**
- o **DO** the test ASAP
- o **STUDY** the results
- o **ACT** on outcomes by planning your next test of change
- o Email to Becky: rebecca-mannel@ouhsc.edu

***Mothers want to breastfeed
and they need all of us to help***

Baby-Friendly Rap

<http://vimeo.com/40689077>