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

  - 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)

- ID something “Baby-Friendly” to test
- Write down the **PLAN**
- **DO** the test ASAP
- **STUDY** the results
- **ACT** on outcomes by planning your next test of change
- 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