

Truman Medical Center Hospital Hill

BABY-FRIENDLY STAFF EDUCATION



- NO CONFLICT OF INTEREST TO DISCLOSE
- NO COMMERCIAL INTEREST TO DISCLOSE
- NO FINANCIAL RELATIONSHIPS TO DISCLOSE

THIS ACTIVITY IS JOINTLY PROVIDED BY HANNIBAL REGIONAL HEALTHCARE SYSTEM – DEPARTMENT OF ORGANIZATIONAL LEARNING, MISSOURI DEPARTMENT OF HEALTH AND SENIOR SERVICES AND THE MISSOURI BREAST FEEDING COALITION.

Learning Outcomes

- Participants will be able to describe a staff education approach that meets the requirements for Baby-Friendly designation.

Who we are...

- Urban, safety-net hospital in Kansas City, Missouri
- Deliver approximately 1,900 babies annually
- Low income; dependent on Medicaid as payer source
- Belong to racial and ethnic minorities: 45% African American, 25% Hispanic, 25% Caucasian, 5% Other
- Breastfeeding rates- 2005-25%, 2011- 70%, 2016 87%



Breastfeeding Mission Statement

As a leader in evidence-based health care, TMC is committed to encouraging breastfeeding as the ideal method for feeding and nurturing babies by EDUCATING and SUPPORTING STAFF and patients, implementing comprehensive evidence-based policies and procedures that promote lactation and providing an environment conducive to breastfeeding.

Our Progress

- Best Fed Beginnings 2012-2014
- Show Me Five Award – July 2014
- Employee Support of BF – state and local levels-2014
- Baby Friendly Designation October 2014



Our 3-Phase Process

- Phase 1: Train all health care staff in the skills necessary to implement our policy
- Phase 2: Prepare staff for Baby-Friendly site visit
- Phase 3: Sustain Baby-Friendly education process beyond designation

Phase 1: Train all health care staff in the skills necessary to implement your policy

- Nursing staff – 20 hours, inclusive of the 15 sessions outline by the “Course Topic and Competency Skills List for the U.S.” and 5 hours of supervised clinical experience
- Physicians, midwives, physician assistants, APRNs require a minimum of 3 hours of breastfeeding management pertinent to their role

What approach will work for your organization?

- How many staff will require training?
- What teaching method(s) will be utilized for the 20 hours?
- Who will do the training?
- What is your budget for staff education?
- Do you have a timeline?



How many staff required training?

- 120 Nurses; RNs & LPNs
- 100 Pediatric physicians & NNPs
- 40 OB physicians



How did our staff receive the required training?

- **Nursing staff:** Step 2 Baby-Friendly self-study modules (20 hours) and 5 hour 1:1 clinical practice with Lactation Consultant
- **OB Physicians/NNPs:** Wellstart Modules with post-test; Article “Risks of Not Breastfeeding by Alison Stuebe, MD and 2 hour rounding with Lactation Consultant
- **Peds Physicians/NNPs:** AAP Powerpoint education modules, case studies, pre and post tests


Cost for our Baby-Friendly Education

- Received 45 credits for Step 2 Baby-Friendly modules (as part of Best Fed Beginnings Initiative)
- Grant funding for 50 modules
- Remainder funded through operational budget
- Staff paid 9 education hours upon completion



Timeline for Nursing Staff Education

- February-November 2013
- Staff were able to select their “month”
- Allowed 3 weeks to complete modules
- Six weeks to complete the clinical component



Who provided staff clinical training?

2 Full-Time Lactation Consultants


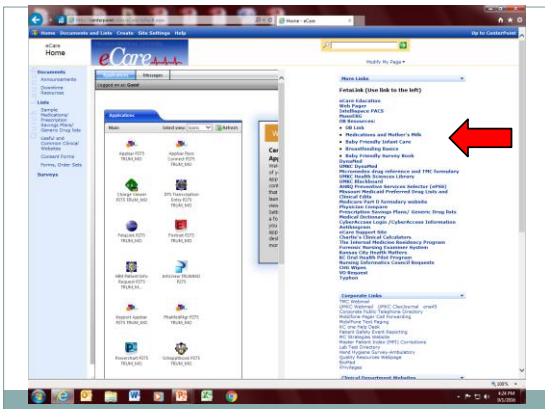


Objectives for the 5-hour clinical

- Locate and implement the TMC Baby-Friendly policy
- Demonstrate required charting in the EMR
- Locate breastfeeding supplies and resources
- Describe benefits of breastfeeding/SSC in the first hour of life
- Set up and educate on the correct use of an electric breastpump
- Describe key points of the 10 Baby-Friendly steps
- Communicate effectively with breastfeeding mothers
- Observe, assess, and assist with breastfeeding
- Demonstrate and teach hand expression
- Discuss formula preparation **“Trumanize”**

Phase 2: How we prepared staff for Baby-Friendly Survey

- Took a team to Hannibal Medical Center to see Baby-Friendly in action!
- Mock surveys with physicians and nurses
- Baby Friendly on-line resource
- Bulletin Boards
- Email and HUDDLE announcements

Phase 3: Sustaining your Baby-Friendly Education

- New hires – requires a process that is easy to replicate
- Incorporate education expenses in annual budget plans
- Develop annual Baby Friendly competencies

