SHOW-ME 5
At Lake Regional Family Birth Center:

Implementation of hospital best practices to encourage breastfeeding and foster breastfeeding longevity

Lake Regional Health Systems
Lake of the Ozarks ~ Osage Beach, MO

Presented by:
Annie Havner, BSN,RN,IBCLC
• 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.

Number of births in 2015: 590
Number of LDRP beds: 9
Level-2 Nursery and Show-Me 5 Designation in 2015
Gold Level Breastfeeding Friendly Worksite Award in 2015
Culture Change

Lead by example
Normalize breastfeeding

You have to start somewhere...

- Administration backing
- Physician Education
- Staff education and troubleshooting patient reluctance
  - Policy and procedure changes
  - Monthly skills lab self study
  - Patient/Staff talking points flipbook
- Patient Prenatal Education
  - Clinic flyers and childbirth classes
- Patient Inpatient Education
  - Steps to success inpatient flyers
  - Inpatient room information binders
  - Breastfeeding promotion by staff upon labor admission
Admission: Meditech charting
### Rooming In

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Yes</th>
<th>No</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/7/15</td>
<td>12:30</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>1/8/15</td>
<td>12:30</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>1/9/15</td>
<td>12:30</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

**Postpartum Teaching Record**
- Pain Management
  - Infants: Yes
  - Mothers: Yes
- Feeding
  - Infants: Yes
  - Mothers: Yes
- Maternal Child Bonding
  - Infants: Yes
  - Mothers: Yes
- Infant Feeding
  - Infants: Yes
  - Mothers: Yes
- Maternal Bonding
  - Infants: Yes
  - Mothers: Yes
- Postpartum Depression
  - Infants: Yes
  - Mothers: Yes

### Not Rooming In

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Yes</th>
<th>No</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/7/15</td>
<td>12:30</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>1/8/15</td>
<td>12:30</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>1/9/15</td>
<td>12:30</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

**Postpartum Teaching Record**
- Pain Management
  - Infants: Yes
  - Mothers: Yes
- Feeding
  - Infants: Yes
  - Mothers: Yes
- Maternal Child Bonding
  - Infants: Yes
  - Mothers: Yes
- Infant Feeding
  - Infants: Yes
  - Mothers: Yes
- Maternal Bonding
  - Infants: Yes
  - Mothers: Yes
- Postpartum Depression
  - Infants: Yes
  - Mothers: Yes
Supplementation

Nursing Note Example:
LRHS Stats: Trending our Breastfeeding Rates

Staff Collaboration: TRELLO 😊
Overcoming obstacles...

- Dr. Brickner was a huge proponent in making rounding in patient rooms the norm. As the head of the department, he basically made a hard and fast stop to the current practice of lining up the babies in the nursery for morning rounds.

Skin-to-skin in the O.R.

- Kristi Reed, CRNA is a leader in the surgery department. She is intuitive, and family focused. When I approached her about implementing STS in our OR last Spring, without hesitation, I received an “absolutely” reply. Kristi then went on to talk with the other CRNAs and before you knew it, STS was becoming a norm for our department.
- CRNA are accommodating, and even position their heart monitors to the side so babies can be placed STS.
- Recently, one of our CRNA's took pictures and recorded parents meeting their baby for the first time on his own phone, because he saw this critical special moment and realized they had forgotten their camera. The mom was so relaxed and doing well, he was just standing there anyway 😊
- Recorded documentation will show you that same baby placed STS in the OR was breastfeeding before it was 7 minutes old.
- When speaking with this same mother for her follow-up phone call, despite having an unplanned cesarean section, she was still on cloud nine about her birth experience, and is successfully exclusively breastfeeding her baby.
Sign-out sheet for patients

- One of the biggest obstacles we found with rooming-in was patients leaving the floor and rolling their baby up to the nursery to be watched. We have since collaborated to change our protocol, and if patients wish to leave the floor prior to discharge, they must have a responsible adult left in the room to care for baby, and they are asked to sign in and out. Patients are now informed of this change at the time of admission and in the clinic setting.

Family Birth Center Rounding Cart
How it works!

- Our rounding cart is stocked with all of our infant supplies, such as PKU slips, heel warmers, glucose testing supplies, hearing screen machine, scale for daily weights, diapers, wipes, & blood pressure machine. Our nurses are able to perform necessary things at the bedside, with the ease of everything right at their fingertips! It is a smooth rolling cart, and makes virtually no noise, interrupting very little time with families rooming in with their infants.

Mentoring my Awesome Staff!

- Staff support is CRITICAL! And treats usually help!
Troubleshooting, tips and patient education speaking points:

- Laminated cards filled with communication help, FUN FACTS, conversation starters, and evidenced-based nursing support to assist staff in implementation of Show-Me 5 program!
- Bright colors, built in “scripting” and reinforcement for nursing staff all around unit 😊

Questions?