BABY-FRIENDLY STAFF EDUCATION

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/NPs:** 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

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