ASTHO’s Breastfeeding Learning Community
Year 2
Learning Session #2

Association of State and Territorial Health Officials
December 1, 2015
ASTHO’s Breastfeeding State Learning Community

Purpose: To build state health agency capacity for breastfeeding promotion and support and develop better collaborations between the state health agency and the breastfeeding coalition.
Project Timeline and Activities

- **September 10. 2015**: Year 2 kick-off call with all states
- **December 1. 2015**: Virtual Learning Session #2
- **February 2016 – May 2016**: 2 virtual learning sessions to provide targeted TA on each of the focus areas
- **May 2016**: Wrap-up call with all states to discuss the reach, successes, and lessons learned across all topic areas
- **As needed calls with other national experts and state teams**
- **Project Ends**: June 30, 2016
Learning Community States

KEY
Pink = Award states
Blue = Coalition enhanced award state
Check out Updates to ASTHO’S Breastfeeding Learning Community Website!
www.astho.org/Maternal-and-Child-Health/Breastfeeding/

- State snapshots highlighting key successes from Year 1!
- New Resources
Introductions

**ASTHO**
- Lisa Waddell, Chief, Community Health and Prevention
- Ellen Pliska, Director, Family and Child Health
- Sanaa Akbarali, Analyst, Maternal and Child Health
- Einas Ahmed, Administrative Coordinator, Community Health and Prevention
- Dana Carr, ASTHO Consultant
- Elizabeth Walker Romero, Senior Director, Health Improvement
- Christine Mackie, Senior Director, Family and Child Health
- Katie Potestio, Senior Analyst, Health Improvement

**CDC**
- Carol MacGowan, Public Health Advisor, Program Development and Evaluation Branch, DNPAO
### Project Aims: Short and Long Term Outcomes

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Short-Term/ Intermediate</th>
<th>Long-Term</th>
</tr>
</thead>
</table>
| Implement practices supportive of breastfeeding in birthing facilities | • # of birthing facilities with ideal practice on those specific practices that facilities are addressing  
• Total composite quality score from CDC’s mPINC  
• # of facilities designated as Baby-Friendly | • Proportion of infants ever breastfed  
• Proportion of infants breastfed at 6 months  
• Proportion of infants exclusively breastfed at 6 months  
• Proportion of children who are overweight or obese |
| Provide access to professional and peer support for breastfeeding | • # of community sites that provide professional and peer support for breastfeeding | |
| Ensure workplace compliance with federal lactation accommodation law | • # of employers that provide space and time for nursing mothers to express breast milk | |
Call Objectives

- Identify opportunities to leverage collaborative relationships with state breastfeeding coalitions
- Discuss the role of hospital associations in state breastfeeding activities
- Facilitate state-to-state learning among states doing similar activities.
- Share resources and tips for success to support work across all topic areas.
- Collect and address technical assistance requests.
Call Agenda

Large Group Call
- Welcome and Introductions
- Oklahoma’s Presentation
- Louisiana’s Presentation
- Ohio’s Presentation

Breakout Sessions
- Hospital Maternity Practices
- Peer/Professional/Workplace Support

- Key updates
- Collaborative relationships in your state
- Facilitated Discussion
- Wrap-up
Invoices

- Submit invoices on monthly basis for Breastfeeding Learning Community activities

- New template for invoices!

- All invoices should be submitted to: preventioninvoice@astho.org.
COBA Coalition of Oklahoma Breastfeeding Advocates

STRENGTH IN PARTNERSHIPS
Welcome!

Thank you for visiting our site! We hope you find the information here useful.

COBA's Mission: To promote, protect, and support breastfeeding in Oklahoma.

Membership is free and open to everyone who supports our Mission.

Join COBA

www.okbreastfeeding.org
INCREASING ACCESS TO PEER AND PROFESSIONAL SUPPORT, YEAR 1

Danielle Lugrand, Coordinator
Markesha Robinson
Dee Dee Grayson
OVERVIEW OF PROJECT/COALITION’S ROLE

• LAUNCHED 3 COBA BABY CAFÉS IN AREAS OF OKLAHOMA CITY WITH HIGHER PERCENTAGES OF FAMILIES OF COLOR
• FUNDED TRAINING OF 3 AFRICAN AMERICAN/BLACK CERTIFIED LACTATION COUNSELORS
• PARTNERED WITH WIC AND THE OKLAHOMA STATE DEPARTMENT OF HEALTH TO TRAIN 3 ADDITIONAL PEER LACTATION COUNSELORS, ALSO WOMEN OF COLOR
Certified Lactation Counselors and WIC Breastfeeding Peer Counselors!
Pregnant and thinking about breastfeeding? Already breastfeeding and want to meet other moms? Need answers to your breastfeeding questions?

Visit the first FREE Drop-In Breastfeeding Cafe in Oklahoma!
Offered by Certified Lactation Counselors

Come relax and join us for a light lunch, tea, support and information.

- No appointment needed
- Private consultation available
- Craft project offered for young children
- Your support person is welcome

Olivet Baptist Church
1201 NW 10th St
Oklahoma City, OK 73106
1:00-3:00 p.m.
March 13 & 27
April 10 & 24
May 8 & 22

Springlake Campus
Conference Center
Metro Technology Center
Room J
1900 Springlake Dr.
Oklahoma City, OK 73111
12:00-2:00 p.m.
March 7
April 4 & 18
May 2, 16, & 30

If breastfeeding your baby hurts, come see us for help.

For more information or questions, please call:
405-701-5099

Facebook: okbabycafe | Twitter: @COBAbabycafe
1ST QUARTER FISCAL YEAR 2016

July
Springlake (2) - 10 mothers, (3 expecting) 7 dads, 3 kids
Shepherd Mall (2) - 4 moms (2 expecting), 2 kids
Indian Clinic (2) - 3 moms, 2 dads, 2 kids
Olivet Baptist (3) - 8 mothers, 4 dads, 7 kids

August
Springlake (2) 3 moms, (1 expecting) 2 dads, 5 kids
Shepherd Mall (2) 2 moms (expecting)
Indian Clinic (2) 2 moms, 2 dads, 2 kids
Olivet Baptist (2) 4 moms, 4 dads

September
Springlake (2) - 3 moms,
Shepherd Mall (2) 1 mom, 1 dad
Indian Clinic (2) 1 mom, 1 dad
Olivet Baptist (2) – 4 moms, 4 dads
ASTHO EXPANDED FUNDING, YEAR 2

- Open a minority Baby Café in partnership with a WIC site
  - Launched July 2015 at largest WIC site in OKC
- Partner with a hospital that is participating in Becoming Baby-Friendly in Oklahoma (BBFOK) to open a COBA Baby Café for women delivering at that hospital
  - To open January 2016 in Edmond, on I-35 freeway
- Train additional facilitators
  - Sponsored bilingual Hispanic COBA member to attend CLC training
- Market the program
- Sponsor completion of a Baby-Friendly online training to support staff education for hospitals participating in BBFOK
  - Partnered with Oklahoma Breastfeeding Resource Center at OUHSC
COBA PARTNERS

Preparing for a Lifetime
It's Everyone's Responsibility

Oklahoma State Department of Health

Title V Block Grant Maternal/Child Health

Office of Perinatal Quality Improvement

Oklahoma Hospital Association

CHA

oklahoma health care authority

The University of Oklahoma Health Sciences Center

OKC

INTEGRIS Community Wellness

Breastfeeding Worker

becoming baby-friendly in Oklahoma

Nursing Moms and Babies Welcome

OK AFP
OK ACNM
OK AWHONN
OkAND

OKLAHOMA BREASTFEEDING RESOURCE CENTER

OKLAHOMA STATE DEPARTMENT OF HEALTH WIC
HOW DO YOU MAKE COLLABORATION WORK FOR YOU?

- COMMUNICATION, COMMUNICATION, COMMUNICATION!
- COBA'S FIRST STRATEGIC PLAN IN 2006
  - ACCOMPLISHED EVERYTHING
  - SHARED ACHIEVEMENTS
  - THANKED EVERYONE FOR THEIR HELP AND SUPPORT
- NEW STRATEGIC PLAN IN 2015:
  1. SUPPORT BFHI (BBFOK)
  2. INCREASE COBA VISIBILITY
  3. STRENGTHEN COBA’S STRUCTURE/CAPACITY
  4. IMPROVE BFDG SUPPORT FOR WORKING FAMILIES
  5. REDUCE DISPARITIES

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**Mission**
To promote, protect and support breastfeeding in Oklahoma

**Vision**
A state where all children have access to human milk

**Values**
- Respect and Compassion
- Inclusion and Diversity
- Family Empowerment
- Evidence-Based Practices
SUPPORT BFHI IN OKLAHOMA
COBA PRIORITY #1

- COBA BABY CAFÉS
- ONLINE CURRICULUM
- MORE MODEL BREASTFEEDING POLICIES
- CONTINUE BAN THE BAGS CAMPAIGN
IDEAS/SUGGESTIONS FOR OTHER STATES

• WORK ON SMALL PROJECTS TOGETHER
  • BREASTFEEDING LOGO FOR OSDH, LEGISLATION CARDS, LC RESOURCE GUIDE

• NURTURE RELATIONSHIPS
  • WORKPLACE LAW IN 2006 → OSDH WORKSITE RECOGNITION PROGRAM

• CREATE WIN/WINS
  • MODEL HOSPITAL POLICY – COBA DEVELOPED, GROUPS ENDORSED, OSDH/WIC PUBLISHED

• GIVE CREDIT WHERE CREDIT IS DUE
  • BAN THE BAGS PRESS RELEASE, OK BREASTFEEDING HOTLINE

• LISTEN TO YOUR PARTNERS AND MEMBERS
  • CHANGING TO SATURDAY MEETINGS TO ACCOMMODATE DIVERSE ATTENDANCE
ALWAYS KEEP YOUR MISSION IN FRONT!

TO PROMOTE, PROTECT AND SUPPORT BREASTFEEDING IN OKLAHOMA
Collaborating with Breastfeeding Coalitions in Louisiana

Marci Brewer, MPH
Betsy Dancisak, MPH

Louisiana Department of Health and Hospitals – Office of Public Health – Bureau of Family Health
Overview

• The Gift Initiative

• ASTHO Project/Work Plan
  – state and local coalitions’ role
  – coalition activities

• Lessons Learned
The Gift

Ensuring quality care for moms and babies.
One step at a time.
Hospital Engagement

93% of births
Materials & Training

Counseling Sheets

Staff Training
Connecting with Resources

We're Prepared!
Learn best practices. Decide what you want. Tell your care team your wishes. Being prepared helps you and your new baby have a great hospital stay.

Stay Connected with Local Resources

Prenatal Preparation Checklist

Mobile App

www.LABreastfeedingSupport.org
Zip code search
CLINICAL
Regional Collaborative Meetings
Mentor - Mentee
Clinical Task Force
Statewide Collaborative Meeting
COMMUNITY
Action 8. Develop systems to guarantee continuity of skilled support for lactation between hospitals and health care settings in the community

Table of Contents

- USBC Resources
- National Activities
- State/Community Activities

Implementation Strategies

- Create comprehensive statewide networks for home- or clinic-based follow-up care to be provided to every newborn in the state
- Establish partnerships for integrated and continuous follow-up care after discharge from the hospital
- Establish and implement policies and programs to ensure that participants in WIC have services in place before discharge from the hospital

USBC Resources

- Key Website Features: News Room, Advocacy HQ, and Coalitions Directory
- Learning Community: Continuity of Care Learning Community
- Webinar & Conference Archives: Continuity of Care
Partnering with WIC for Breastfeeding Success

Community Engagement Plan to Improve Breastfeeding
Mini Grants to Local Coalitions
Community Networking Meetings
Establish a New Network
Community Trainings

<table>
<thead>
<tr>
<th>REFERENCE</th>
<th>PRACTICES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get Ready</td>
<td>Let Labor Begin On Its Own</td>
</tr>
<tr>
<td>Fall In Love</td>
<td>Comfort During Labor</td>
</tr>
<tr>
<td>Keep Baby Close</td>
<td>Skin To Skin Right After Birth</td>
</tr>
<tr>
<td></td>
<td>Magical First Hour Without Interruptions</td>
</tr>
<tr>
<td></td>
<td>Help With Baby’s First Feed</td>
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<tr>
<td></td>
<td>Delayed Routine Procedures</td>
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<tr>
<td>Learn My Baby</td>
<td>Keep My Baby In The Room With Me</td>
</tr>
<tr>
<td></td>
<td>Continued Skin to Skin</td>
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<tr>
<td></td>
<td>My Quiet Hours: FROM _______ TO _______</td>
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<tr>
<td>Nourish</td>
<td>Feed My Baby on Cue</td>
</tr>
<tr>
<td></td>
<td>Comforting My Baby</td>
</tr>
<tr>
<td>Protect Breastfeeding</td>
<td>Help Learning How to Breastfeed</td>
</tr>
<tr>
<td></td>
<td>Help Learning How to Hand Express Milk</td>
</tr>
<tr>
<td></td>
<td>No Pacifiers or Bottles</td>
</tr>
<tr>
<td></td>
<td>No Formula (Unless Medically Necessary)</td>
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</tbody>
</table>
Lessons Learned

- Coalitions have limited resources
- Tools to make the work easier
- Follow-up is essential
- Facilitate networking
- Identify project with shared goals
Thank You!
Contact Information

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State Breastfeeding Program Manager
DHH-OPH-Bureau of Family Health
Marci.Brewer@la.gov

Betsy Dancisak, MPH
Breastfeeding Program Coordinator
DHH-OPH-Bureau of Family Health
Betsy.Dancisak@la.gov
ASTHO BREASTFEEDING – LEARNING SESSION

A breastfeeding initiative by the OHIO HOSPITAL ASSOCIATION and the OHIO DEPARTMENT OF HEALTH

Ryan Everett, MPH
Director, Population Health
Ohio Hospital Association

Breanne Haviland
Bureau of Maternal and Child Health
Ohio Department of Health

December 1, 2015
ACKNOWLEDGEMENTS

BRE HAVILAND
DYANE GOGAN TURNER

FIRST STEPS REVIEW COMMITTEE
STATEWIDE RESOURCES
HISTORY

**OHA & ODH Partnership**

- Ohio Chronic Disease Collaborative
- Previous partnerships
  - Infant mortality, HAI’s, population health, etc.
- Breastfeeding workgroup formed
  - Utilized previous work and collaboratives
  - Began work in mid-2014
- Adapted program from North Carolina

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North Carolina Maternity Center

Breastfeeding-Friendly Designation

FIRST STEPS

A breastfeeding initiative by the OHIO HOSPITAL ASSOCIATION and the OHIO DEPARTMENT OF HEALTH
HISTORY

First Steps Review Committee

- Contacts around the state facilitated the creation of a ‘review committee’
  - 8 individuals from around the state
    - Including OHA, ODH, BF hospitals, organizations
- Officially launched in early 2015
  - Webinar & Press Release
- Websites launched by OHA and ODH
  - ohiohospitals.org/ohiofirststeps
  - odh.ohio.gov/ohiofirststeps
REVIEW

Year One – ASTHO

- Creation of application and review form
- Resources posted for hospitals
  - Improving quality of birth certificate reporting
    - Related to changes in birth certificate
    - Partnership with OPQC
- Creation of promotional materials for hospitals
- Round one applications came in at the end of Year 1…
### WHERE ARE WE TODAY?

*Through two rounds of applications…*

<table>
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<tr>
<th>Round One</th>
<th>Round Two</th>
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<tbody>
<tr>
<td>25 applicants</td>
<td>12 applicants</td>
</tr>
<tr>
<td>23 recognized</td>
<td>12 recognized</td>
</tr>
<tr>
<td>hospitals*</td>
<td>hospitals</td>
</tr>
<tr>
<td>5 Baby Friendly</td>
<td>2 Baby Friendly</td>
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</tbody>
</table>

- Certificates, letter, and posters sent out to all awardees
- Already have one more Baby Friendly applicant for Round Three

*The two not recognized have since received recognition*
10 steps to SUCCESSFUL BREASTFEEDING

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within one hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation.
6. Give infants no food or drink other than breast milk, unless medically indicated.
7. Practice 'rooming-in', allowing mothers and infants to remain together 24 hours a day.
8. Encourage feeding on demand.
9. Give no pacifiers or artificial nipples to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital.

70% of women initiating breastfeeding stay breastfeeding
82% of women initiating breastfeeding stay breastfeeding

A breastfeeding initiative by the OHIO HOSPITAL ASSOCIATION and the OHIO DEPARTMENT OF HEALTH
HOSPITAL PARTICIPATION

- Two rounds completed
- 36 hospitals recognized
- 8 B.F. hospitals applied

- Hospitals recognized on both the OHA and ODH website

- Press releases and local recognition for program
## Preliminary Data...

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<tr>
<th>Round</th>
<th>1</th>
<th>2</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td><strong>Steps</strong></td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>1</td>
<td>14</td>
<td>61%</td>
</tr>
<tr>
<td>2</td>
<td>6</td>
<td>26%</td>
</tr>
<tr>
<td>3</td>
<td>9</td>
<td>39%</td>
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<tr>
<td>4</td>
<td>11</td>
<td>48%</td>
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<tr>
<td>5</td>
<td>7</td>
<td>30%</td>
</tr>
<tr>
<td>6</td>
<td>5</td>
<td>22%</td>
</tr>
<tr>
<td>7</td>
<td>10</td>
<td>43%</td>
</tr>
<tr>
<td>8</td>
<td>16</td>
<td>70%</td>
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<tr>
<td>9</td>
<td>6</td>
<td>26%</td>
</tr>
<tr>
<td>10</td>
<td>15</td>
<td>65%</td>
</tr>
<tr>
<td><strong>Total Applicants</strong></td>
<td>23</td>
<td>12</td>
</tr>
<tr>
<td><strong># BF included</strong></td>
<td>5</td>
<td>2</td>
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</tbody>
</table>
PLANS FOR YEAR TWO

Expansion of program

- Continued promotion of First Steps
  - OHA hospital committee meetings/newsletters
  - Statewide partnerships
  - Word is spreading…

- ODH hosted free trainings for hospitals
  - 19 workshops
  - 357 staff representing 81 hospitals
  - Leveraged First Steps program hospital relationships to increase engagement
PLANS FOR YEAR TWO

Expansion of program

- Utilizing data from early rounds
  - Guide us in providing resources
  - Discover needs for education
  - Track progress of hospitals

- Facilitate advancement
  - Host training webinars
  - Utilize local experts to help answer questions
PARTNERSHIPS
Streamlining ongoing statewide efforts

**ODH/ASTHO**
Coordination/Funding

**OPQNC**
Local initiatives

**STATE EXPERTS**
Review committee

**OLCA**
Align projects

A breastfeeding initiative by the Ohio Hospital Association and the Ohio Department of Health
ENGAGING YOUR S.H.A.

*Find the common goals*

- Recognizing that hospitals can and want to be key partners
- SHA’s have relationships with hospitals
  - Hospitals can be weary of health departments
    - Concern of regulations/misunderstanding
    - Collaborations can help ease any concerns
- SHA’s looking for added benefit for members
  - Recognition is always appreciated
    - Many organizations exist for this purpose, but are often more competitive
  - Seeking to improve health outcomes
LESSONS LEARNED

Taking our ‘First Steps’

• Time to get up and running
  – Now streamlined process
• BF hospitals – still very interested
• Press Releases – get hospitals’ attention
• Hospitals/websites
  – Recognition not shaming
• Partnerships/alignment are key
OHA collaborates with member hospitals and health systems to ensure a healthy Ohio

Questions?

Ryan Everett, MPH
Director, Population Health
ryan.everett@ohiohospitals.org

Ohio Hospital Association
155 E. Broad St., Suite 301
Columbus, OH 43215-3640

T 614.221.7614
ohiohospitals.org
Wrap-Up and Next Steps

- “Plans for Tomorrow”
- Invoices
- Meeting Evaluation – your feedback is important to us!

**Save-the-Date**
Learning Session #3
February 23, 2016
2p – 4p ET