



BREASTFEEDING SUPPORT

THROUGH PERINATAL QUALITY COLLABORATIVES

48 STATES currently have Perinatal Quality Collaboratives (PQCs), which differ in structure depending on their goals, organization, and funding.

PQCs are used to improve healthcare settings and health outcomes for mothers and babies, including efforts to increase breastfeeding initiation and duration.¹



1

PATIENT RESOURCES

Hospital staff should provide tailored parent education and help parents and guardians create an action plan to continue breastfeeding after discharge.



2

DATA ACCURACY AND ONGOING MONITORING

Continuous data collection through breastfeeding quality improvement projects provides reliable data that promote and support breastfeeding after infant delivery and improved maternal clinical practices.



3

INTERNAL AND EXTERNAL COLLABORATION

Collaboration is vital in promoting hospital system changes, fostering statewide quality improvement initiatives, and ultimately improving patient outcomes. Collaboration allows hospitals to share resources and discuss successes and challenges to improve breastfeeding practices.



STATE INITIATIVE AND PQC STRATEGY EXAMPLES

ILLINOIS

The Illinois Perinatal Quality Collaborative (ILPQC) has focused on improving the accuracy of birth certificate data to better understand maternal and infant outcomes and risk factors. In partnership with the Illinois Department of Health, they have also begun to work on decreasing the prevalence and adverse consequences of neonatal abstinence syndrome. The ILPQC partnered with the Illinois Department of Health to hold a convening among perinatal administrators to discuss strategies hospital can adopt to educate women on the importance of breastfeeding and share patient education materials on supportive breastfeeding practices.

MASSACHUSETTS

The Neonatal Quality Improvement Collaborative of Massachusetts is focused on reducing racial disparities and increasing breastfeeding for all infants in the NICU through shared evaluation measures, continuous data monitoring, educational materials, and parent and family support. They have successfully gained support from 10 level III NICUs to participate in an initiative to reduce these disparities in breastfeeding and to boost breastfeeding for all infants in the NICU.

MISSISSIPPI

The Mississippi Perinatal Quality Collaborative CHAMPS initiative seeks to improve maternal and child health outcomes through breastfeeding promotion and baby-friendly practices. In partnership with other organizations, this collaboration focuses on developing community support for breastfeeding and helping birthing hospitals attain Baby-Friendly designation through CHAMPS' Ten Steps to Successful Breastfeeding. They are also working with communities to empower grassroots support and advocacy to improve maternal and infant health practices, especially in underserved populations.

NORTH CAROLINA

North Carolina's Perinatal Quality Collaborative prioritizes improving hospital breastfeeding rates by helping providers manage maternal expectations, provide education, and ensure staff are available to assist with feeds and identify cues for feeding. The program has created an action plan to support breastfeeding for infants in the NICU using family-centered care principles.

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¹ cdc.gov/reproductivehealth/maternalinfanthealth/pqc-states.html
Illinois Perinatal Quality Collaborative - ilpqc.org
Neonatal Quality Improvement Collaborative of Massachusetts - neogicma.org
Mississippi Perinatal Quality Collaborative - mspqc.org
CHAMPS - mspqc.org/project/breastfeeding-mississippi-champs
North Carolina's Perinatal Quality Collaborative - pqcnc.org

