



2016 EMPower Coach Summit Attendees: (Front row from left to right) Greg Randolph, Abby Smetana, Danielle Hombroek, Allison Godwin, Donna Elliston, Angela Cheung, Trish MacEnroe (BFUSA), Kerri Ward (Back rows left to right): Kathy Bradford, Carl Seashore, Daurice Grossniklaus (CDC), Cheryl Courtlandt, Catherine Sullivan, Gigi Lawless, Miriam Labbok, Julia Bourg, Kori Flower, Cynthia Klein, Jennifer Matranga (BFUSA), Diane Rowley, Lou Anne Crawley-Stout, Jill Winkler, Sue Butts-Dion, Kathy Parry

EMPower

Breastfeeding

Enhancing Maternity Practices

EMPower Events

Upcoming

EMPower Learning Collaborative Meetings will be held during the month of May 2016 in Atlanta, GA and Baltimore, MD.

Past

EMPower Coach Summit – EMPower Coaches and leadership team prepared for the second year of technical assistance activities during the EMPower Coach Summit held in Chapel Hill, North Carolina in January 2016.

Letter from EMPower Leadership

Dear Partners and Colleagues,

It is with great enthusiasm that we introduce our Spring 2016 Newsletter and invite you to learn a little more about recent activities of the EMPower Breastfeeding initiative.

To date, the EMPower initiative is working with a diverse mix of hospitals in 24 states – including a military hospital, several University hospitals, large urban hospitals, small community hospitals, and hospitals with no Baby-Friendly designations in their state. Over the past year, multi-disciplinary teams from these hospitals have been working tirelessly to establish policies and procedures supportive of the *Ten Steps to Successful Breastfeeding* as part of their journey to becoming Baby-Friendly designated. Despite challenges, we hear amazing stories every week about overcoming barriers and advancing progress. We appreciate the great work from every participating EMPower hospital team, the support from their hospital leadership, as well as the mentorship by the fantastic EMPower coaches that encourage them along the way!

Looking ahead over the next few months, the EMPower team is eagerly anticipating the EMPower Learning Collaborative Meetings which will take place in May and where we will be able to meet in person to network, collaborate, and share progress. More to follow on this in future updates.

Our team looks forward to working closely with EMPower partners and colleagues in the field over the coming months to provide the assistance needed to ensure equitable access to maternity care and community support for breastfeeding women and infants.

Best,
EMPower Team

Breastfeeding Corner



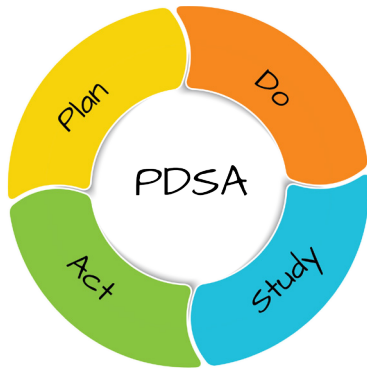
In the News

- A recently published article on the Baby-Friendly Hospital Initiative discusses positive impacts on breastfeeding and child health outcomes. [Read more here.](#)
- ACOG has endorsed the *Ten Steps* in their newly revised committee opinion on Optimizing Support for Breastfeeding as Part of Obstetric Practice. [Read more here.](#)
- The Lancet has published a [breastfeeding research series](#) confirming and expanding on the known positive impacts of increased breastfeeding across the globe.

EMPower Partnerships in the Community

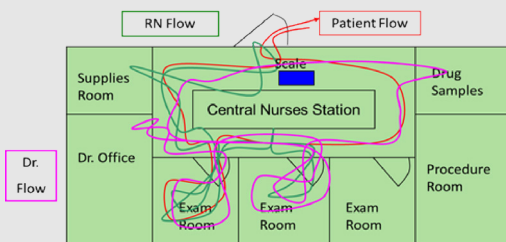
The National Association of County and City Health Officials (NACCHO) has partnered with CDC to provide support to select EMPower hospital communities to implement the Ten Steps. To learn more, select “Grant Recipients’ tab at: breastfeeding.naccho.org

Quality Improvement Corner



Quality Improvement Toolbox

Spaghetti Diagrams



Spaghetti Diagrams can be used to show equipment and personnel movement through an area. They are created by following the “thing” that is flowing through the process and documenting observed motion on a floor plan of the space. Spaghetti Diagrams can be used to:

- Show wasted motion in a work area and uncover clues as to where improvement opportunities lie
- Identify where sections of the workspace may not be set up optimally
- Help brainstorm how to improve the layout of equipment, supplies, and people to reduce unnecessary motion (often steps by staff or patients)
- Show improvements through “before” and “after” diagram

Some EMPower hospitals are already using Spaghetti Diagrams to improve and show the value of rooming-in!

Learn how to create your own [here!](#)

Did you know?

Baby-Friendly® USA has an [FAQ tab](#) on their website with helpful answers to some of the most common questions asked. You can also find out the most up-to-date numbers of designated facilities on the [Find Facilities tab](#).

Follow us on Facebook & Twitter: [Twitter](#) [Facebook](#)

Check out our website: EMPowerBreastfeeding.org

HOSPITAL SPOTLIGHTS



University Medical Center - Lubbock | Lubbock, TX

Located in the northwestern region of Texas, Lubbock is a center of bustling economic, culture, education, and healthcare opportunities. University Medical Center is a national leader in patient satisfaction, and to optimize the level of care provided to mothers and babies, UMC embarked on the Baby-Friendly 4-D Pathway, with support from the EMPower initiative during the final phases. **UMC is now a designated facility and is serving as a mentor to other hospitals in the initiative!**



Williamsport Regional Medical Center | Williamsport, PA

Williamsport Regional Medical Center is part of the Susquehanna integrated health system. Located in northcentral Pennsylvania, the Williamsport team delivers between 1200 and 1500 babies annually. According to this team, joining the EMPower initiative has prompted a closer collaboration with all departments providing mother/baby care. These collaborations have helped the team organize policies and develop effective, consistent performance improvement methods.

To read the full hospital spotlights for these hospitals and other EMPower hospitals, visit our website: www.EMPowerBreastfeeding.org and click on the EMPower hospitals tab.



Northwest Hospital System - Willow Creek Women's Hospital | Johnson, AR

Willow Creek Women's Hospital is committed to improving patient care for a diverse community through collaborations with local breastfeeding coalitions and community providers. Since joining the initiative and implementing the Ten Steps to Success Breastfeeding, they have seen a significant rise in exclusive breastfeeding rates and overall patient satisfaction. **Willow Creek's dedication to mothers and infants has paid off - they recently became the first Baby-Friendly designated facility in Arkansas!**



Northwest Medical Center - Bentonville | Bentonville, AR

Located in one of the country's fastest growing regions, Northwest Medical Center - Bentonville remains committed to providing exceptional care to the community. With technical assistance support from the EMPower initiative, the Bentonville team is striving to create sustainable change in improving maternal-neonatal health. One of their most noteworthy accomplishments involves honoring the golden hour to help mothers initiate breastfeeding within one hour of birth.