



EMPower Breastfeeding

Enhancing Maternity Practices

EMPower Announcements

EMPower Hospital Annual Learning Collaborative Meeting will take place on May 15th and May 16th in Atlanta, Georgia.

We would like to congratulate Carolinas HealthCare System Pineville, Gwinnett Medical Center, and Madison Hospital on achieving Baby-Friendly Designation!

Breastfeeding Corner

Several new updates related to breastfeeding are now available. The Centers for Disease Control and Prevention (CDC) released the [2016 Breastfeeding Report Card](#) which includes data on Puerto Rico for the first time. The US has far surpassed the Healthy People 2020 goal of increasing the proportion of live births that occur in facilities that provide recommended care for lactating mothers and their babies. There is much work to be done, however, to improve breastfeeding rates and access to skilled lactation support across the country. CDC also released new [mPINC Survey results](#). The mPINC Survey is conducted biannually to assess maternity care practices in the hospital setting. National [data tables](#) and [state benchmark reports](#) are available online, and individual hospital reports have been mailed to participating facilities.

This fall, the American Academy of Pediatrics (AAP) released two important reports:

1. AAP Clinical Report by Drs. Feldman-Winter and Goldsmith: [Safe Sleep and Skin-to-Skin Care in the Neonatal Period for Healthy Term Newborns](#).
2. AAP Policy Statement from the task force on sudden infant death syndrome: [SIDS and Other Sleep-Related Infant Deaths: Updated Recommendations for a Safe Infant Sleeping Environment](#).

Have you ever wondered why maternity rooms at hospitals are not using infant side-car bassinets?

Enabling **optimal breastfeeding** would **prevent 2619 maternal deaths & 721 child deaths** annually in the U.S.

That may soon change. Researchers at the Carolina Global Breastfeeding Institute (CGBI) at the University of North Carolina at Chapel Hill (UNC-CH) were awarded with a grant to fund the design, development and testing of a prototype for US hospitals. [Read more](#) about this project and share your opinions on the subject via CGBI's [international survey](#).

Lastly, two new simulation studies published this fall measured the impact of suboptimal breastfeeding on maternal and child health. The [first study](#) shows that breastfeeding is vital for the prevention of maternal death in the US and carefully tracks the morbidity prevented from optimal breastfeeding, while the [second study](#) looks directly at the differences in disease burden among racial/ethnic groups related to suboptimal breastfeeding. We encourage you to take the opportunity to review these articles at your convenience.

QI Corner

At this point in your Baby-Friendly journey, you may find that your team's momentum is slowing down. This may be because of competing priorities, resistance, decreased motivation, unclear processes or process ownership, or other institutional barriers. Here are some ideas for ways to accelerate your team's momentum:

- Engage leadership and physician champions in important communications, including sharing successes and recognizing the team.
- Create opportunities for resistant staff to present their concerns. Engage them in solutions.
- Celebrate small wins widely (e.g., cookie tray at staff meeting, congratulatory signage in break rooms or around units, wide display of favorable data, pizza party for highest performing shift).
- Use a [Gantt chart](#) to help the team see the big picture and what milestones the team is expected to complete and by when.

BREASTFEEDING matters for ALL FAMILIES

Black and Hispanic children who experience sub-optimal breastfeeding are at **greater risk** for childhood disease and death than children who were breastfed for **six months or more**.

 1.7 (B) 1.4 (H) times more likely EAR INFECTION	 3.3 (B) 2.0 (H) times more likely NECROTIZING ENTEROCOLITIS
 1.3 (B) 1.4 (H) times more likely GI INFECTION	 1.9 (B) 1.4 (H) times more likely SIDS
DISPARITIES IMPACT MOMS Black mothers who breastfeed sub-optimally are 1.4 times more likely to develop Type 2 diabetes.	 2.2 (B) 1.5 (H) times more likely CHILD DEATH

Learn more about the study: <http://bit.ly/BartickJPeds>

EMPower Partnerships in the Community



In January 2016, the National Association of County and City Health Officials (NACCHO), with support from CDC,

provided funding to nine local health departments (LHDs) to collaborate with selected EMPOWER hospitals to support implementation of Steps 3 and 10 of the Baby Friendly Hospital Initiative. The LHDs implemented evidence-based and innovative models to increase access to breastfeeding services in underserved communities between February and June of 2016.

Grantees provided a variety of peer and professional breastfeeding support services to prenatal and postpartum women. Other activities included development of referral systems backed by a Memorandum of Understanding (MOU) to institutionalize effective care transitions for mother-infant dyads from/to hospital and to/from community organizations; implementation of systems and policies to re-shape the environments where lactation support services take place; establishment of partnerships to develop community safety nets to support breastfeeding at the local level; and use of technology to reach women in non-traditional formats.

NACCHO Grantees Spotlights

The Florida Department of Health in Lee County forged an effective partnership with Lee Memorial Health System (LMHS), as they worked diligently to establish a steering committee to build a self-sustainable local breastfeeding coalition. The LHD also trained staff and minority women in their community to host support group and staff breastfeeding clinic.

The Kent County Health Department, a LHD with strong leadership support of the project, in collaboration with Mercy Health, launched *Moms Helping Moms Breastfeed Project* to increase breastfeeding rates among African-American women through peer support and professional education with weekly support groups at a local church. The community multi-agency coalition and local nursing school were key facilitators of the success of this project. Together, they were able to increase cultural sensitiveness among LHD and hospital staff, through provision of *Breastfeeding from an African American Perspective*.

EMPower HOSPITAL SPOTLIGHTS



Monongalia General | Morgantown, WV

Located in West Virginia, Morgantown is ranked one of the best small cities in the country. Mon General Hospital is the flagship member of Mon Health System, serving the community with a wide range of health services. Mon General's birth center is designed under the Labor, Delivery, Recovery, and Postpartum (LDRP) concept, in which a woman, having a routine labor and delivery, and her newborn remain in the same room throughout their stay. Since

joining the EMPOWER initiative, Mon General has increased initiation and duration of breastfeeding rates in the communities that they serve. [Click here](#) for more information.



St. Luke's Hospital | Allentown, PA | Bethlehem, PA

St. Luke's home is the beautiful Lehigh Valley, which edges both the Appalachian Mountains and historic Pennsylvania Dutch County. St. Luke's was recently awarded the prestigious 2016 100 Top Hospital award from Truven Health Analytics, making it the only regional recipient chosen from more than 5,000 hospitals nationwide. Furthermore, its Allentown and Bethlehem campuses were among only 15 hospitals in the country that were recognized in the Major Teaching Hospital category. Since joining the EMPOWER initiative, St. Luke's has seen increased collaboration between departments providing maternal and infant care. Additionally, they have gained tools to sustain quality improvement and improve maternity care practices. [Click here](#) for more information.



Henry Ford Hospital | Detroit, MI

Henry Ford Hospital is located in Detroit, Michigan. Detroit is a metropolitan area that is home to 4.3 million people, making it the largest city in the state. Henry Ford Women's Health Services obstetrical team delivers more than 3,700 babies each year offering memorable experiences in comfortable, private rooms. Henry Ford's commitment to positively impacting the health outcomes of

mothers and their babies continues to grow through their participation in the EMPOWER Initiative. Through the EMPOWER initiative, Henry Ford has seen an increase in both breastfeeding initiation and exclusivity rates, along with increased patient satisfaction related to breast feeding support. [Click here](#) for more information.

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