



Promoting Exclusive Breastfeeding in the Hospital Setting

Implementing the Joint Commission Perinatal Quality Indicator on Exclusive Breastfeeding

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Objectives

- Understand the definition of exclusive breastfeeding and its physiologic significance
- Be familiar with the Joint Commission April 2010 perinatal quality indicators
- Cite evidenced-based practices for the promotion of exclusive breastfeeding in the hospital setting

Exclusive Breastfeeding

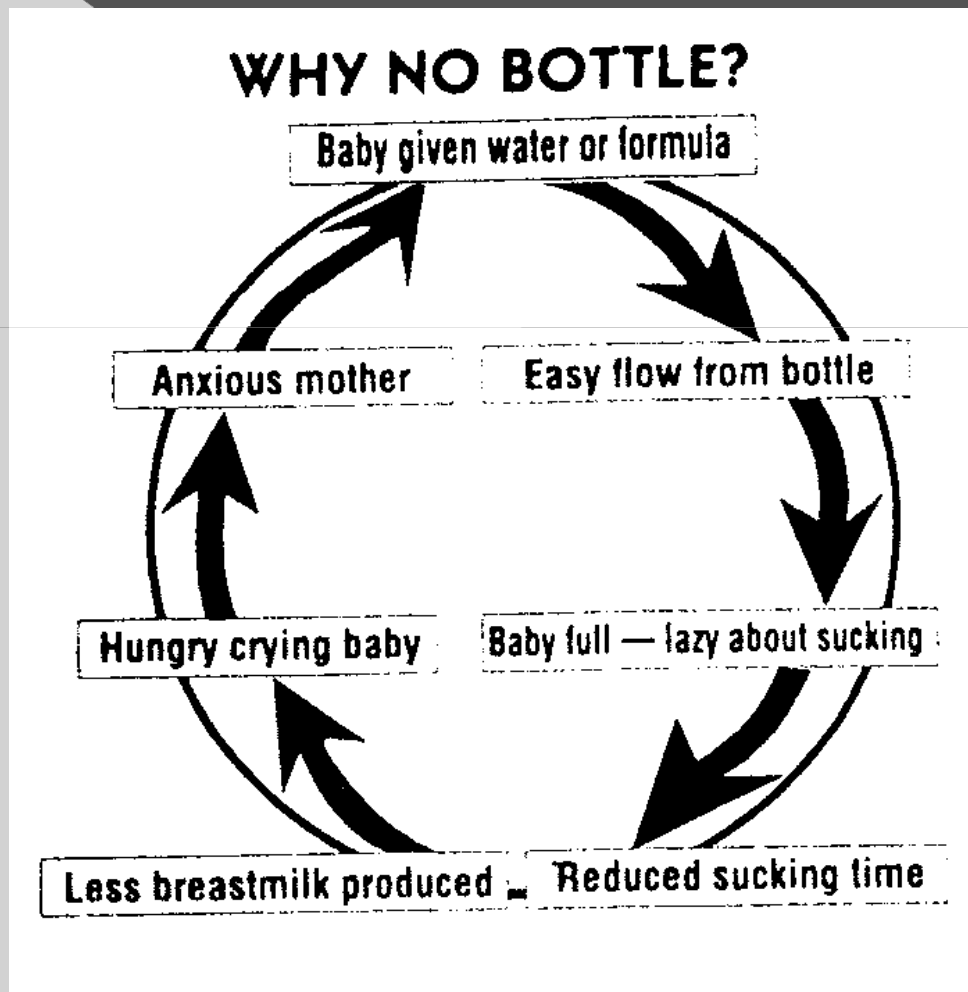
- The Joint Commission definition:

“a newborn receiving only breast milk and no other liquids or solids except for drops or syrups consisting of vitamins, minerals, or medicines.”

Why is *Exclusive* Breastfeeding Important?

- Allergy prevention
- Immune protection
 - > otitis media
 - > HIV
- Effect on milk supply

Formula Supplementation and Milk Supply



Source: La Leche League

Formula Supplementaion and Milk Supply

- Howard, et al, *Pediatrics* 2003: > 2 supplemental feedings in the hospital associated with significant decrease on breastfeeding duration

“Supplemental feedings, regardless of method (cup or bottle), had a detrimental effect on breastfeeding duration.”

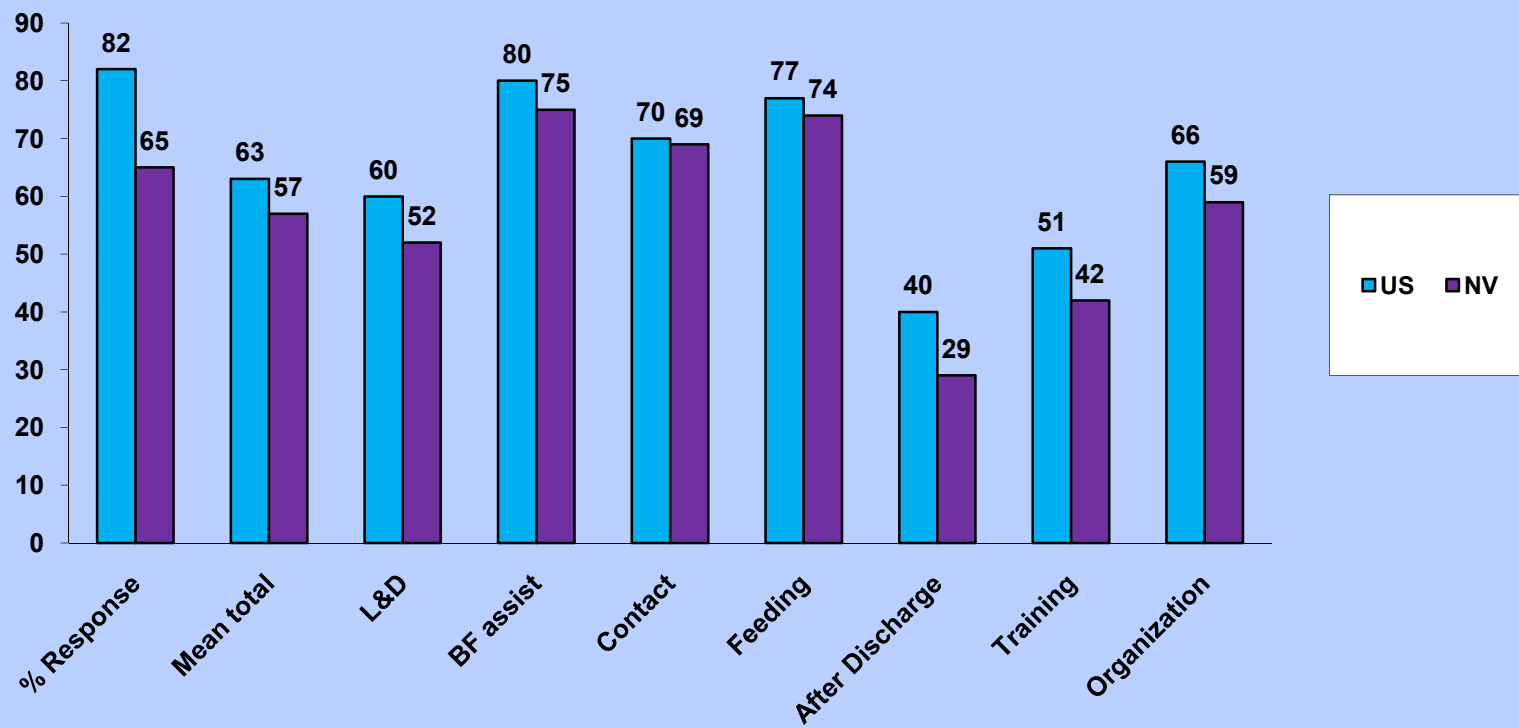
Nevada Breastfeeding Data 2009

- ◉ 79.3% Breastfeeding Initiation
- ◉ 9.7% exclusively breastfeeding at 6 months
- ◉ 32.3% of breastfed infants receive formula before 2 days of life
 - > 5th worst in US

CDC Maternity Practices in Infant Nutrition (mPINC) Survey, 2007

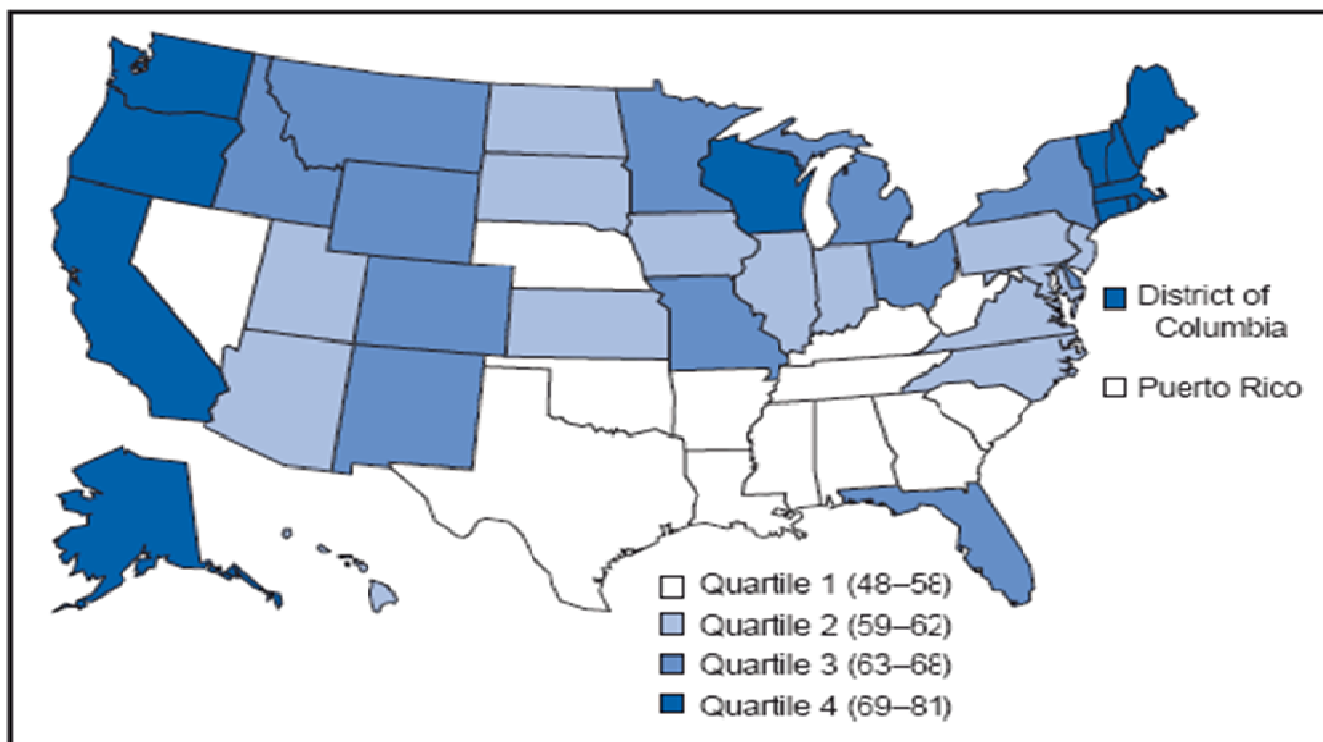
- Nationwide survey on evidenced-based maternity practices known to be supportive of breastfeeding
- Examined 7 categories:
 - > labor and delivery
 - > BF assistance
 - > mother-newborn contact
 - > postpartum feeding
 - > BF support post discharge
 - > staff training
 - > structure/organization

Nevada mPINC Results



Where Nevada Stands Nationally

FIGURE. Mean total maternity practice scores,* by quartile — Maternity Practices in Infant Nutrition and Care Survey, United States, 2007



* Maximum possible mean score is 100. Additional information regarding survey questions and scoring is available at <http://www.cdc.gov/mpinc>.

Joint Commission (on Accreditation of Healthcare Organizations)

- ◉ Private, non-profit organization
 - > operates accreditation programs for hospitals and other health-care facilities
- ◉ Majority of states recognize Joint Commission accreditation as a condition for licensure and Medicare/Medicaid reimbursement

Mission: To continuously improve health care for the public, in collaboration with other stakeholders, by evaluating health care organizations and inspiring them to excel in providing safe and effective care of the highest quality and value.

Joint Commission and Breastfeeding

- In 2009, a new perinatal core measure set was released for introduction April 2010.
- New evidenced-based measures
 - > elective delivery
 - > cesarean section
 - > antenatal steroids
 - > health-care associated bloodstream infections in newborns
 - > ***exclusive breastfeeding***

How Can We Improve Our Exclusive Breastfeeding Rates?



The journey of a thousand miles begins with one step.

In the Hospital

- ◉ Begin by taking a hard look at your program
- ◉ Hospital Breastfeeding Policy
- ◉ Identify key stakeholders
 - > form committee or task force
- ◉ Formally track exclusive breastfeeding
 - > “bottle” vs.. formula
- ◉ Review evidenced-based practices
- ◉ Set goals and evaluate progress

Best Evidenced-Based Breastfeeding Promotion Practice: **Baby Friendly Hospital Initiative**

- ◉ WHO and UNICEF Initiative
 - > promotes breastfeeding in the hospital setting
 - > established 1991
- ◉ Includes “Ten Steps to Successful Breastfeeding”
- ◉ The “gold-standard” for hospital breastfeeding promotion world-wide

Ten Steps to Successful Breastfeeding

1. Have written breastfeeding policy 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 30-60 minutes of birth
5. Show mothers how to breastfeed and maintain lactation, even if they should be separated from their infants
6. Give newborn infants no food or drink other than breast milk, unless *medically* indicated
7. Encourage breastfeeding on demand
8. Give no artificial teats or pacifiers to breastfeeding infants
9. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic
10. Practice rooming in – that is, allow mothers and infants to remain together 24 hours a day

Baby-Friendly Hospital Initiative: The Evidence

- ◎ Boston Medical Center: 1995-2001
 - > Initiation: from 58% to 87% (all women)
 - > Black: from 34% to 74%
 - > Exclusive: from 6% to 34%

Philipp, et al. *Pediatrics*. 2001 Sep;108(3):677-81.

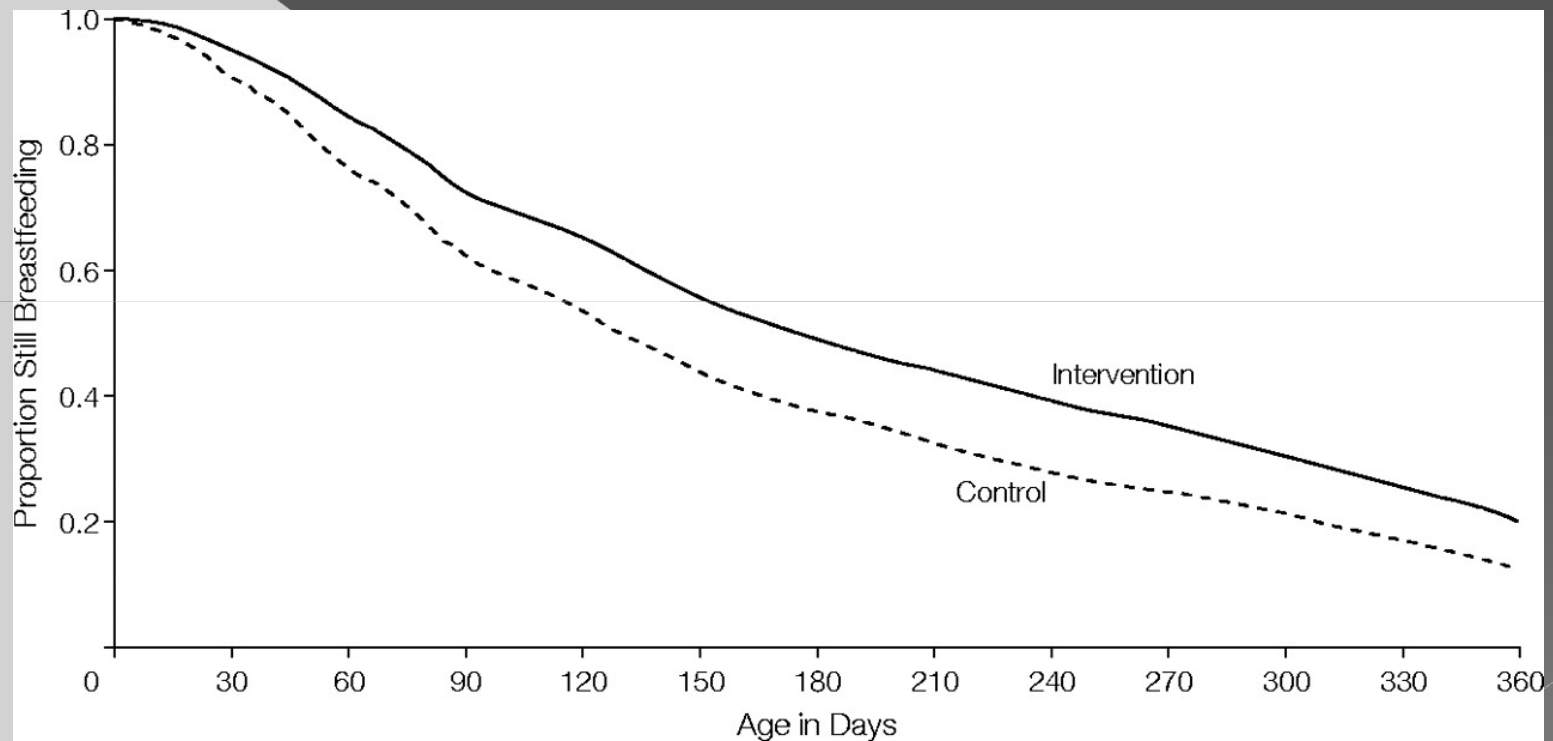
- ◎ Recognized with a Best Practice Initiative by the US Department of Health and Human Services.

PROBIT Study (Kramer, et al. JAMA 2001)

- Randomized trial of 17,046 mother-infant pairs at 31 maternity hospitals in Republic of Belarus
- Sites randomized to receive experimental intervention modeled on BFHI
- Experimental group dramatically more likely to exclusively BF
 - > 3 months: 43.3% vs. 6.4%
 - > 6 months: 7.9% vs. 0.6%

PROBIT Study, cont'd.

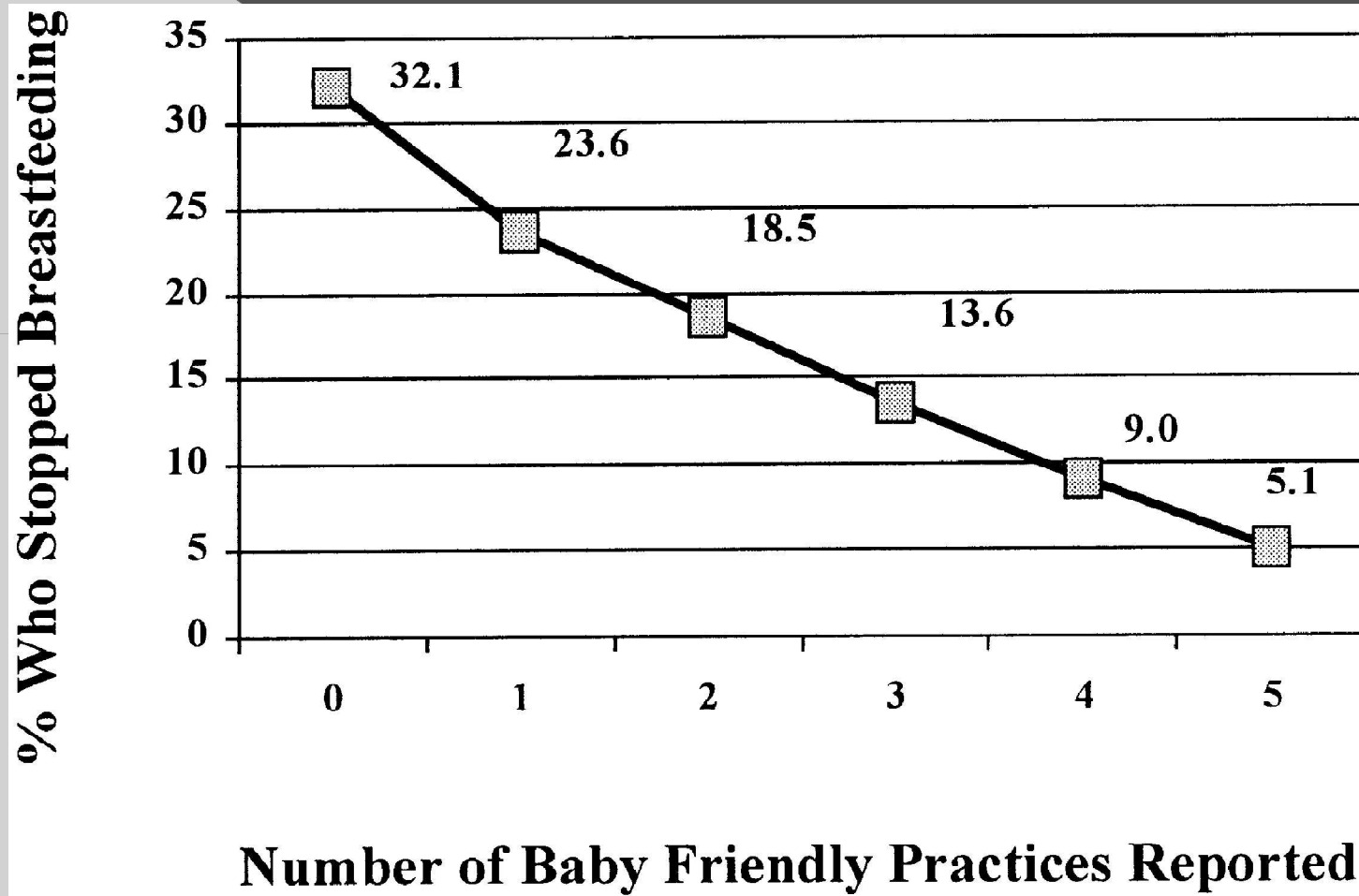
Comparison of Proportion of Infants Still Breastfeeding (to Any Degree) During Year of Follow-up



Kramer, M. S. et al. JAMA 2001;285:413-420.

Individual “Steps” Can Make a Difference

(DiGirolamo et al, Birth 2001)



White House Task Force on Childhood Obesity Report to the President

- *Recommendation: Hospitals and health care providers should use maternity care practices that empower new mothers to breastfeed, such as the Baby-Friendly hospital standards.*

<http://www.letsmove.gov>

New York Public Hospitals to Go Baby-Friendly!

Busting the Myth

"New York will bust the myth that going Baby Friendly is an impossible task," said Trish MacEnroe, director of the Baby Friendly Hospital Initiative USA, based in East Sandwich, Mass. "If you can go Baby Friendly in New York, with different races, languages and cultures, and with hospitals being fiscally challenged, that sends a powerful message to all hospitals that breastfeeding is an achievement you can reach."

*Malena Amusa
Women's enews.org
Wednesday, March 31, 2010*

Formula Freebies

- Numerous studies and a Cochrane review have shown that commercial discharge bags reduce breastfeeding rates
- 70% of birth facilities participating in CDC mPINC survey reported providing discharge packs containing infant formula to breastfeeding mothers
- Almost 2/3 of pregnant women report receiving free sample of formula in the mail

Formula “Freebies” . . . Cont’d

- Sales training manual for Ross Pediatrics:

“Never underestimate the importance of nurses. If they are sold and serviced properly, they can be strong allies. A nurse who supports Ross is like an extra salesperson.” (Source Massachusetts Breastfeeding Coalition)

- Massachusetts legislation re: commercial discharge bags

Take-Home Messages

- ◉ **Exclusive** breastfeeding is important and integral to sustained breastfeeding
- ◉ **Exclusive** breastfeeding is now one of the new Joint Commission core perinatal quality indicators
- ◉ The Baby Friendly Hospital Initiative represents the best evidenced-based practice for hospital breastfeeding promotion
- ◉ “Baby Steps” towards hospital breastfeeding promotion can have significant impact on breastfeeding outcomes.

Useful Resources

- ◉ World Health Organization. Baby Friendly Hospital Initiative. <http://www.who.int/nutrition/publications/infantfeeding>
- ◉ American Academy of Pediatrics. Sample Hospital Breastfeeding Policy for Newborns. <http://www.aap.org/breastfeeding/curriculum/documents>
- ◉ Baby Friendly USA, Inc. <http://www.babyfriendlyusa.org>
- ◉ Academy of Breastfeeding Medicine. Clinical Protocol for Use of Supplementary Feedings in Healthy Term Breastfed Neonate. <http://www.bfmed.org/>
- ◉ United States Breastfeeding Committee. *Implementing The Joint Commission Perinatal Care Core Measure on Exclusive Breast Milk Feeding*. <http://www.usbreastfeeding.org>

World Breastfeeding Week: August 1-7, 2010



<http://www.waba.org.my/>

Contact Information

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