



**Colorado Hospital Breastfeeding Summit:
Using Evidence-Based Maternity and Infant
Care Practices**
September 18, 2012



Colorado Department
of Public Health
and Environment

Summit Facts:

- Supported by an MCH block grant through the Colorado Department of Public Health and Environment and co-supported by the Colorado Breastfeeding Coalition, Kaiser Permanente, HealthOne Women's Care, Colorado Chapter of the American Academy of Pediatrics, Denver Mothers' Milk Bank and Denver Health.
- Modeled after similar Summit conferences held in Oregon, Texas, California and Massachusetts.
- Built on the Colorado Department of Public Health and Environment's relationship with hospitals that developed during the 2008-2010 facility visits to provide information, training and technical assistance on the *Colorado Can Do 5!* initiative.
- Summit goals were to engage interdisciplinary teams of hospital leaders to . . .
 - 1) Understand the financial and public relations benefits to hospitals when evidence-based breastfeeding practices are delivered in a supportive hospital environment.
 - 2) Learn what hospitals statewide are doing to improve practices that support breastfeeding and build patient satisfaction.
 - 3) Draft an action plan with at least two strategies to change policies or hospital care procedures to improve maternal and infant breastfeeding support and their facility's Maternity Practices in Infant Nutrition and Care scores.
- Invited at least three hospital leaders from each facility at no cost including Chief Executive Officers, Chief Nursing Offices, Mother/Baby Unit Managers or Directors, Quality Improvement Managers, Physician Champions, Lactation Program Managers. Some hospitals had up to five attendees, others had just one.
- No registration fee and complimentary lodging for attendees who traveled over 90 miles (1 night) from their facility to the Summit location or traveled over 140 miles (2 nights).
- Provided a unique opportunity for hospital leadership staff to collaborate with and learn from colleagues statewide to ensure maternity care practices in Colorado hospitals are fully supportive of breastfeeding. During planning process, Summit objectives and draft agenda were reviewed by several hospital leaders to ensure content would draw participation and interest. All sessions addressed attempted to appeal to attendee motivation of "What's it in for my hospital?"
- Planned by a team of individuals representing public health programs, hospitals, a university, rural and urban settings, and physicians.
- Five plenary sessions with 12 breakout sessions with 20 panelists who shared best practices and lessons learned on many of the practices of the *Ten Steps to Successful Breastfeeding*.
- Plenary sessions provided in depth discussion on topics and foundations introduced in earlier plenary sessions.
- Action planning session, *From Theory to Practices: Collective Thinking for Moving Forward*, provided hospitals teams and individuals an opportunity to synthesize the information gathered throughout the day and prepare activities to implement upon return to their facility. Twenty-five hospitals submitted plans. Examples of activities described by three hospitals are:

- Download Baby-Friendly informational packet, investigate education options for staff, discuss Baby-Friendly with executive team for approval and find champions.
- Celebrate what we do well! Provide more staff education. Update and complete policies. Visit doctors' offices to encourage prenatal and postpartum breastfeeding education and support, respectively.
- Provide physician and nurses with online training and preceptorship opportunities and a refresher class for established staff. Identify a physician champion.
- Twenty hospitals awarded as 2012 recipients of the *Colorado Can Do 5!* B.E.S.T. award for implementing policies for breastfeeding supportive practices.

Summit Participation:

- Hospitals: 40 out of 53 representing over 93 percent of Colorado deliveries.
- 141 attendees including 43 maternity/child managers/directors, 21 physicians, 2 quality improvement managers, 8 lactation managers, 3 NICU directors, 5 CNOs 2 CEOs, and 21 lactation consultants and many others.

50% of attendees completed online evaluation.

- To what they would apply back on the job: Greatest number comments related to becoming Baby Friendly and focus on reducing formula
- To what they liked best: Networking opportunities, speakers, topics, "energy and enthusiasm," momentum to become Baby-Friendly
- To what it would take to assist their hospital to go Baby Friendly: Funds for application and staff, and to support staff training and education, support with networking and resources, help get buy in and support from hospital management

Additional Comments:

- *Topics were wonderful an added benefit was the ability to network with so many other hospitals*
- *It had great information spread among a more diverse group than I have ever seen. It left people talking and excited. It would be such a great resource if it could happen again to keep momentum going. The speakers were prepared and engaging. Truly a great job! I was honored to be part of it.*
- *As other hospitals in our system become Baby-Friendly, our facility will follow.*
- *It created energy and excitement within our team about moving forward on all of (our) hospital's breastfeeding issues.*

Lessons Learned:

- Solicit target audience input when forming the agenda.
- Send Summit invitation from a key leader to draw attention of leadership, such as CEOs.
- Consider ½ day (2-3 hours) Summit specific to topics that will engage upper level management. They aren't typically able to get away for a full day.
- Consider livestreaming sessions for online or later viewing.

For more information visit www.breastfeedcolorado.com (Click on Hospital Breastfeeding Summit tab) or contact Jennifer.Dellaport@state.co.us.