

Being a Baby Friendly Hospital In Colorado

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Being a Baby Friendly Hospital

- Knowledgeable and informed families
- Competent staff (including providers) related to infant feeding(CLC/IBCLC)
- Consistent patient teaching

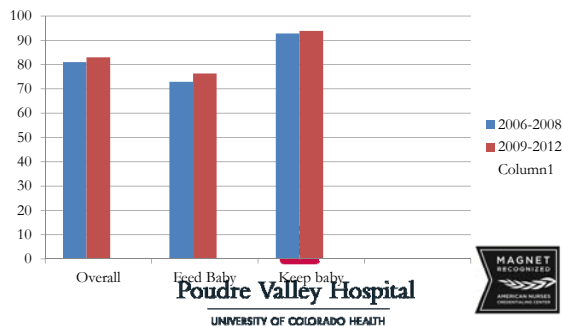


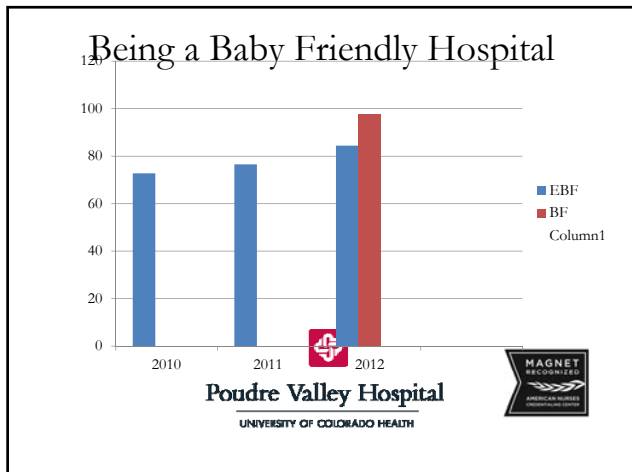
Being a Baby Friendly Hospital

- Improved patient satisfaction
- Improved breastfeeding practices
- Follow up after discharge
- Healthy community



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Being a Baby Friendly Hospital

- Pay Yearly Fee to Baby Friendly
- Participate in yearly quality improvement assignments prescribed by Baby Friendly
- Re-designated every 5 years

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- 2012 Quality Improvement
 - Step 1 Policy Check-off tool and Step 1 Audit
 - Step 2 Assess 20% of staff providing direct care to mother/infants knowledge.

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- Re-designation 2014-All materials due 12/2013
 - Step 2 Audit-Staff Training
 - Step 3 (Benefits and Management) Audit-Pregnant Woman Interview .
 - Steps 4 (Breastfeeding within 1 hour) and 7 (rooming-in 23/24) Audit-Postpartum Woman Interview

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Staff Comments

- “Consistent messaging about breastfeeding”
- “Removes road blocks to exclusive breastfeeding”
- I receive ongoing education about practices that support breastfeeding”
- “Parents receive education and their choices are supported”



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Breastfeeding rates in Colorado
2012 Breastfeeding Report Card, U.S. Centers for Disease Control and Prevention

- Exclusively breastfed for first six months: 26.6 percent. Rank: 1st in U.S.;
- Ever breastfed: 87.5 percent. Rank: 5th in U.S.;
- Breastfeeding at 6 months: 56.9 percent. Rank: 7th in U.S.;



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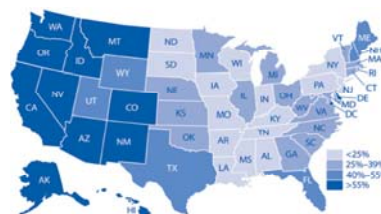
Breastfeeding rates in Colorado
2012 Breastfeeding Report Card, U.S. Centers for Disease Control and Prevention

- Exclusively breastfed for first three months: 50.7 percent. Rank: 5th in U.S.
- Breastfeeding at 12 months: 27.3 percent. Rank: 18th in U.S.;



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Map 1: Percent of hospitals and birth centers with most infants rooming-in at least 23 hours per day mPINC 2011



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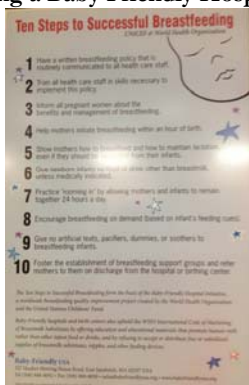
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Being a Baby Friendly Hospital

- Others look up to you
- You never stop improving
- You are satisfied that you are providing the best care to mothers and infants
- It is easy?
- Is it Important?



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- <http://www.youtube.com/watch?v=N9KptD3t110>



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- Questions

