

Welcome to the Colorado Baby-Friendly Hospital Collaborative Webinar

Setting the Course

Implementing Guidelines and
Overcoming Barriers
on Your Journey

March 10th, 2015

Please enter your name in the chat
box so we know you are here!

The Webinar will begin shortly...



COLORADO
Department of Public
Health & Environment

OBJECTIVES



- ✘ Understand new marijuana guidelines, current marijuana research and legal issues for health care providers in Colorado
- ✘ Learn challenges and how to overcome the barriers involved in training providers and providing prenatal education on the Baby-Friendly pathway
- ✘ Apply at least one idea shared during the webinar to your hospital's efforts to successfully achieve provider training and/or prenatal education

AGENDA

- ✘ Marijuana updates
- ✘ Provider training and prenatal education sharing:
 - + Mary O'Connor – Denver Health
 - + Andrea Tran – Boulder Community Hospital
 - + Pat Maass – Saint Joseph Hospital
- ✘ State breastfeeding updates
- ✘ Next Steps



MARIJUANA GUIDELINES UPDATE

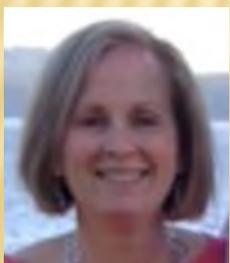
- ✘ Health Care Provider Marijuana Guidelines
- ✘ Talking points
- ✘ Current known research
- ✘ Future focus areas

Teresa (Tracy) Foo, MD, MPH
Marijuana Clinical Guidelines Coordinator
CDPHE

PROVIDER TRAINING AND PRENATAL EDUCATION SHARING

Featured Speakers

- ✘ Mary O'Connor, MD, MPH
Westside Family Health Center, Denver Health
Professor of Pediatrics, University of Colorado
School of Medicine
- ✘ Andrea Tran, RN, IBCLC
Lactation Program Coordinator
Boulder Community Health
- ✘ Pat Maass, RN, BSN, LCCE, CLC
Manager, Lactation and Educaiton
Saint Joseph Hospital, Denver



DENVER HEALTH

Mary O'Connor, MD, MPH

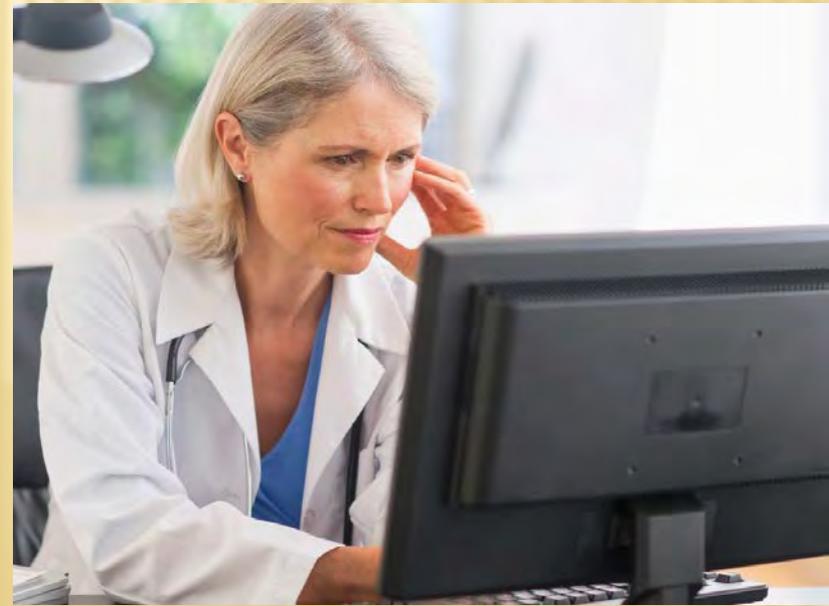
Westside Family Health Center, Denver Health

Professor of Pediatrics, University of Colorado

School of Medicine

PROVIDER EDUCATION - DENVER HEALTH

- ✘ All providers regularly caring for pregnant/lactating women and infants must have **3 hours** of breastfeeding education in order for the hospital to become certified as a Baby-Friendly Hospital.



PROVIDER EDUCATION - DENVER HEALTH

✘ Physician Champion



PROVIDER EDUCATION - DENVER HEALTH

- ✘ Pediatricians and Family Medicine physicians, nurse practitioners (NPs), and physician assistants (PAs) largely support breastfeeding
- ✘ Female Ob/Gyn physicians and midwives are also supportive



PROVIDER EDUCATION - DENVER HEALTH

- ✘ CME – continuing medical education is not required for physicians to renew their license in Colorado



PROVIDER EDUCATION - DENVER HEALTH

- ✘ Remember new physicians and providers!



PROVIDER EDUCATION - DENVER HEALTH

- ✘ Breastfeeding Courses List – see attached document.
Includes:
 - + University of Albany
 - + BreastfeedingBasics.org
 - + Breastfeeding Consortium
 - + AAP Breastfeeding Residency Curriculum
 - + Wellstart International
 - + Step2 Education
 - + Northeastern University
 - + Texas State Dept of Health and Texas WIC
 - + Academy of Breastfeeding Medicine
 - + AAP NCE Courses on Breastfeeding
 - + AAP Webinars

PRENATAL EDUCATION - DENVER HEALTH

- × Family Medicine
- × Midwives
- × Obstetricians and residents
- × WIC

DENVER HEALTH

Questions??

BOULDER COMMUNITY HOSPITAL

Andrea Tran, RN, IBCLC
Lactation Program Coordinator
Boulder Community Health



SAINT JOSEPH HOSPITAL

Pat Maass, RN, BSN, LCCE, CLC
Manager, Lactation and Educaiton
Saint Joseph Hospital, Denver



PROVIDER EDUCATION - ST. JOSEPH HOSPITAL

- ✘ Online training – University of Albany
 - + 4 hour training
 - + 3 of the 4 modules must be complete
- ✘ In person – 1 hour training sessions, offered to midwives, Kaiser Obs and one large pediatric office

PROVIDER EDUCATION - ST. JOSEPH HOSPITAL

- ✘ Training mandated with support from upper management:
 - ✘ Certified Nurse Midwives
 - ✘ Neonatal Nurse Practitioners
 - ✘ Physicians – within practices hospital owns
- ✘ Kaiser very cooperative in completing training
- ✘ Physician champion from Kaiser on Baby-Friendly Advisory Board = key to completion
- ✘ Biggest barrier with private physicians – less cooperative and medical director will not mandate education at this point

PRENATAL EDUCATION - ST. JOSEPH HOSPITAL

- ✘ 364 deliveries in January – 53 families took breastfeeding class
- ✘ Every prenatal breastfeeding class offered was completely full!
- ✘ Not high attendance rate, but all that can be accommodated at this point

PRENATAL EDUCATION - ST. JOSEPH HOSPITAL

- ✘ Every prenatal class (tours, childbirth, baby care, etc.):
 - ✘ Reviews Baby-Friendly information
 - ✘ Shows a short PowerPoint presentation on Baby-Friendly
- ✘ OB offices provided Prenatal Breastfeeding Education Curriculum
 - ✘ Information on what to offer at each stage of pregnancy
 - ✘ Related scripting
 - ✘ Supporting education for the caregiver

SAINT JOSEPH HOSPITAL

Questions??

STATE UPDATES

- ✘ mPINC data
- ✘ EMPower
- ✘ Colorado MCH African American Infant Mortality performance measure
- ✘ CCPD grant program efforts
- ✘ Colorado Breastfeeding Coalition

Stacy Miller, PhD, RD
Breastfeeding Specialist
CDPHE

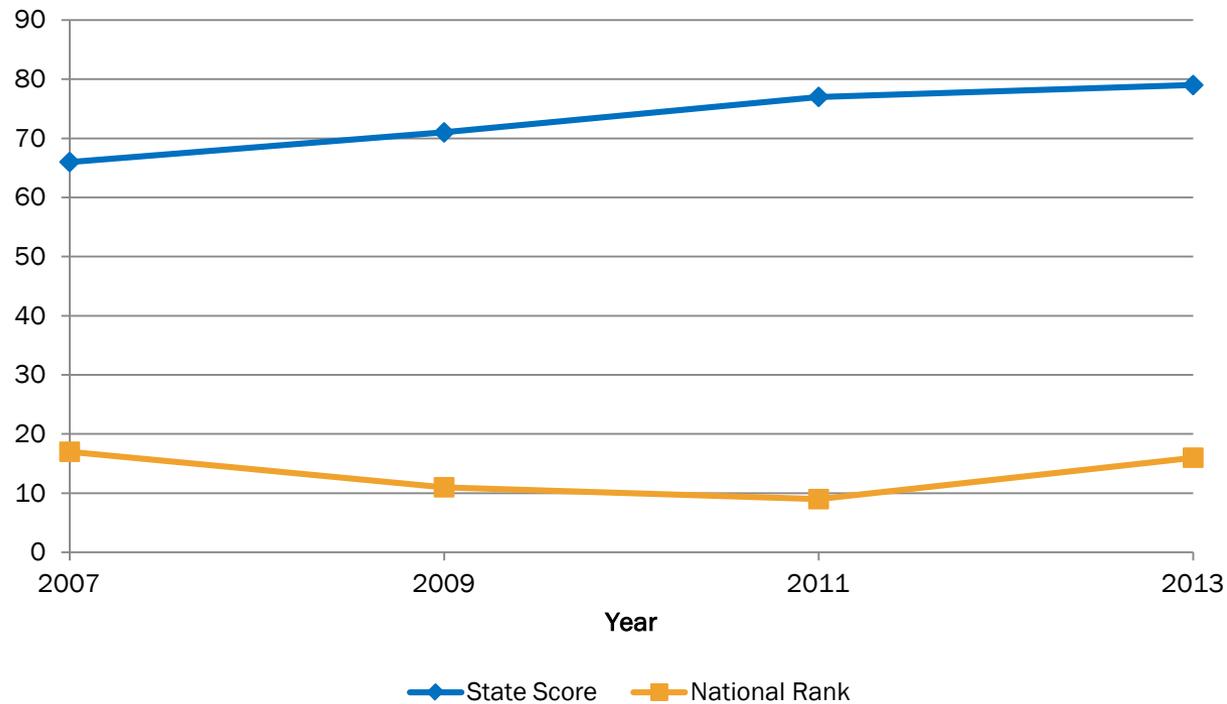


COLORADO mPINC

- ✘ National survey of maternity care practices and policies – CDC – Every 2 years
- ✘ Survey results from 2013 were released in early 2015 for the state
- ✘ Individual participating hospitals received hospital mPINC scores late fall

COLORADO mPINC

Colorado mPINC State Scores and National Rank by Year

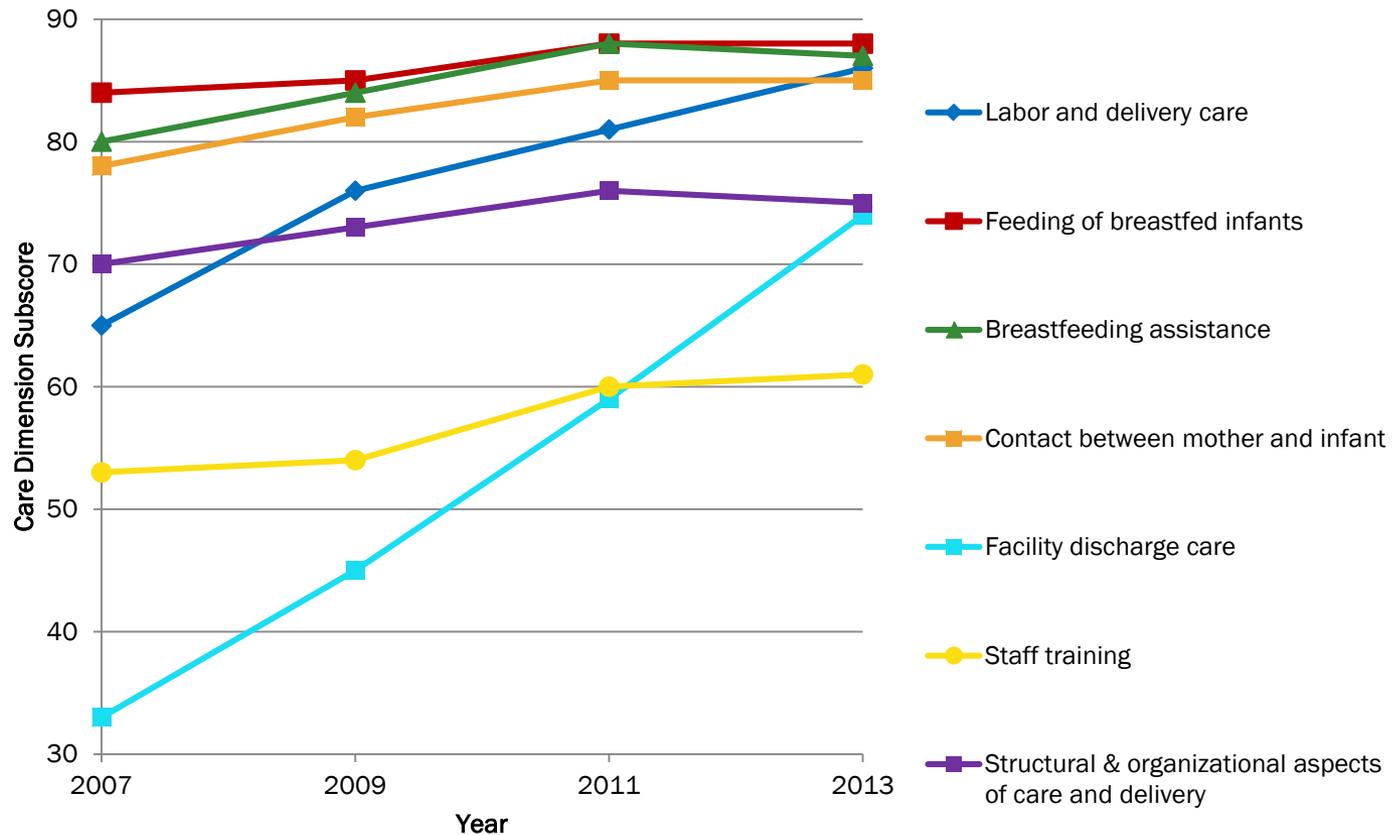


Eligible Hospitals Reporting

- 2007 – 86%
- 2009 – 92%
- 2011 – 91%
- 2013 – 83%

COLORADO mPINC

Colorado mPINC Care Subscores

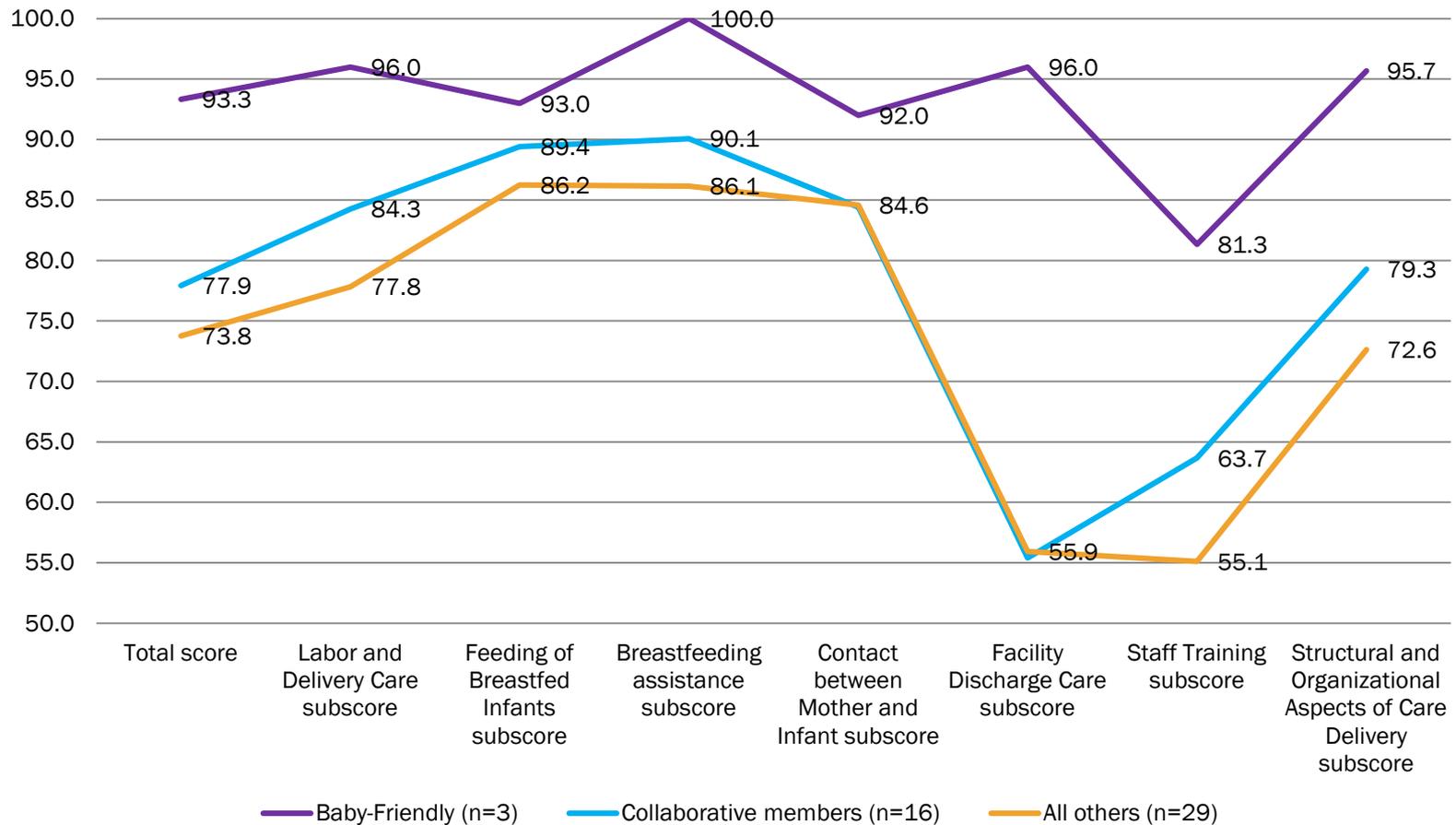


CBFHC HOSPITALS mPINC COMPARISON

- ✘ Agreement with CDC to obtain all individual hospital data for CBFHC evaluation purposes
- ✘ Report Care Dimension Subscores
 - ✘ 2011
 - ✘ 2013
 - ✘ Overlap

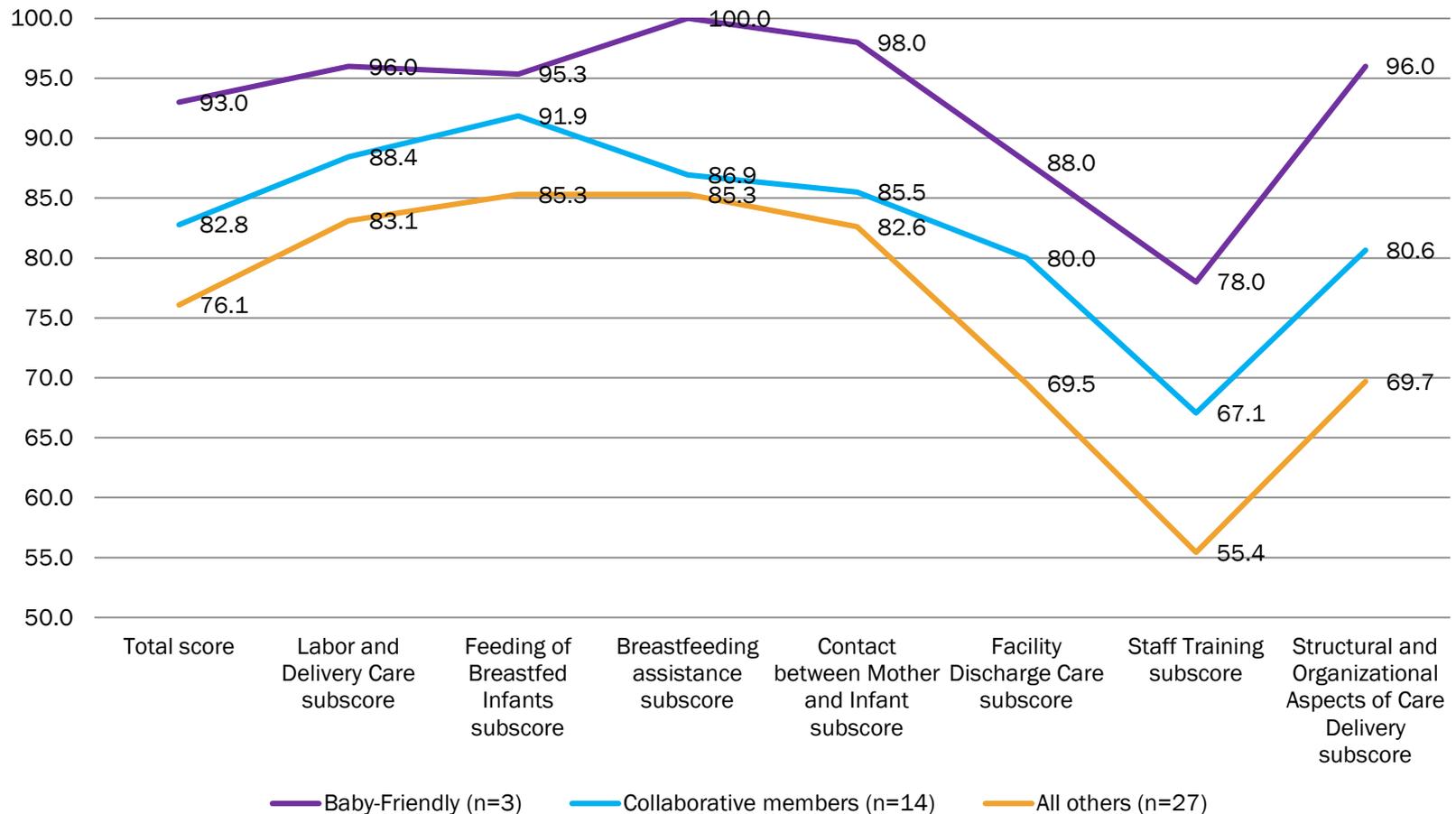
CBFHC HOSPITAL mPINC COMPARISON

2011 mPINC scores



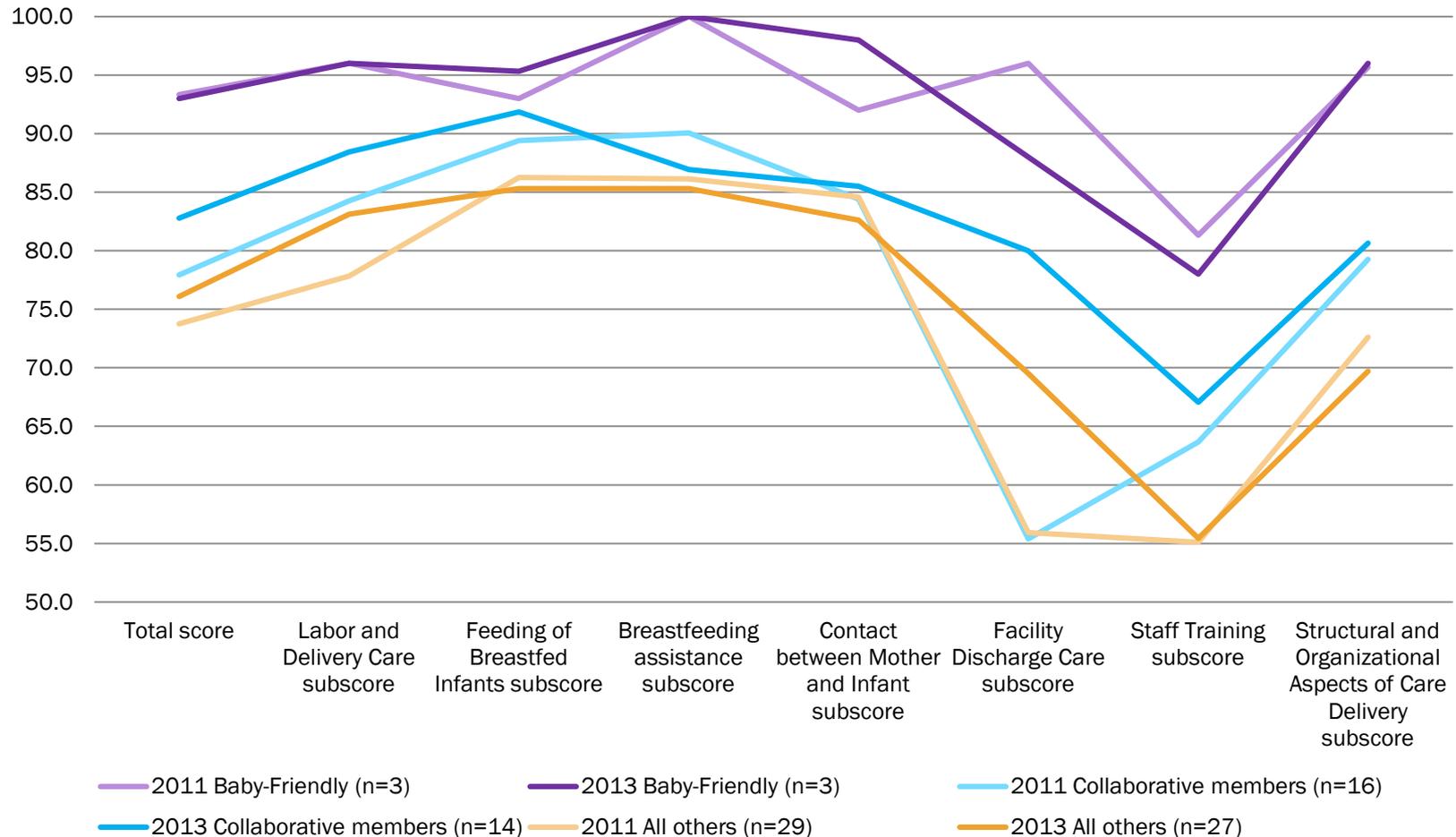
CBFHC HOSPITAL mPINC COMPARISON

2013 mPINC scores



CBFHC HOSPITAL mPINC COMPARISON

2011 and 2013 mPINC scores

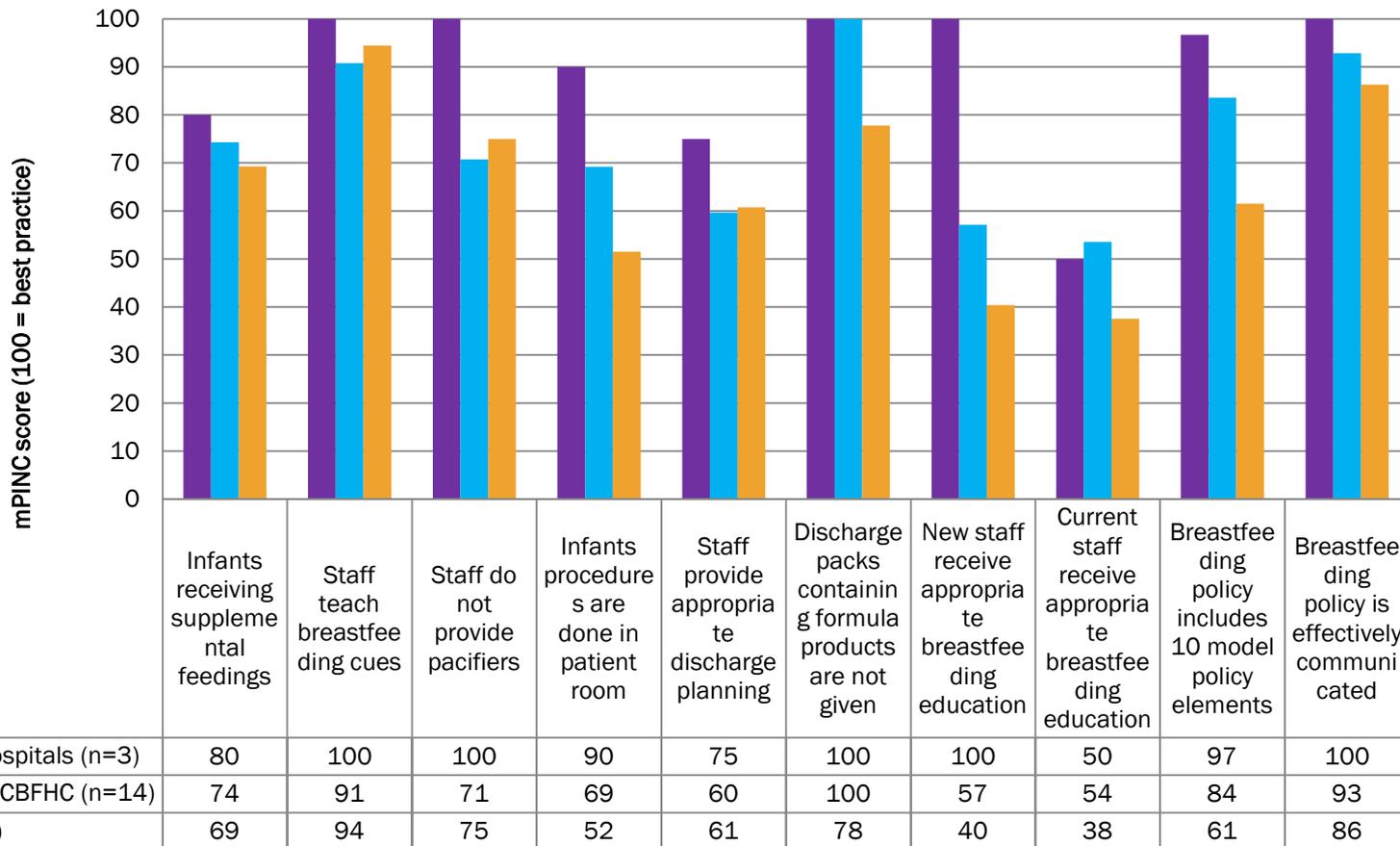


mPINC INDIVIDUAL SURVEY QUESTION COMPARISON

- ✘ Ideal response to mPINC individual survey questions
- ✘ 2013 data – looked at questions in which Colorado had:
 - ✘ A low national rank (i.e. higher number)
 - ✘ Percent of facilities with low ideal response (i.e. low number)

mPINC SURVEY QUESTION COMPARISON

2013 mPINC scores for select survey items by hospital grouping



Colorado rank compared with other states (1 = highest)	32	43	36	18	21	10	26	48	22	36
% of CO facilities with ideal (100 score) response	21	79	39	11	34	86	16	12	27	73

EMPower BREASTFEEDING

- ✘ **EMPower Breastfeeding:** Enhancing Maternity Practices (EMPower) is a hospital-based quality improvement initiative focusing on maternity practices leading to Baby-Friendly designation
- ✘ **CDC – Select 100 hospitals nationwide – very competitive, highest need/lowest rates**



EMPower BREASTFEEDING

- ✘ Hospitals receive:
 - ✘ Cost sharing for TA and designation fees
 - ✘ Intensive training and quality improvement
 - ✘ Tailored coaching through onsite TA, webinars, collaborative learning meetings
- ✘ Apply now through March 20th:
<http://empowerbreastfeeding.org/>



MCH PERFORMANCE MEASURE

- ✘ Colorado: African American Infant Mortality
 - + Colorado infant mortality rate below Healthy People 2020 goal – 5.6
 - + African American infant mortality 2.2 x higher than that of white infants (11.4 infant deaths per 1000 births compared to 5.1, respectively)
 - + Denver: ~2 African American infant deaths for every 1 white infant



CAUSES OF INFANT MORTALITY

- ✘ 38% - Prematurity
- ✘ 21% - Congenital anomalies
- ✘ 15% - Other perinatal conditions
- ✘ 11% - SIDS/accidental suffocation/
strangulation in bed
- ✘ 5% - Injuries
- ✘ 4% - Infections
- ✘ 6% - Other

COLORADO'S AFRICAN AMERICAN INFANT MORTALITY INITIATIVE

- ✘ 5 years – 2015 through 2020
- ✘ Focus areas:
 - + Improve safe sleep
 - + Reduce smoking before, during and/or after pregnancy
 - + Pre/Interconception care promotion
 - + Improve social determinants of health and equity in birth outcomes
 - + Prevention of preterm and early term births
 - + Increase delivery of higher risk infants and mothers at appropriate level facility



COLORADO'S AFRICAN AMERICAN INFANT MORTALITY INITIATIVE

- ✘ Healthy Start – from Families Forward Resource Center
 - + Provide bimonthly home visits with a care advocate
 - + Provide community resources and referrals
 - + Breastfeeding support group
 - + Family planning
 - + Counseling
 - + Group support services – parenting classes, fatherhood support, birth education, pregnancy support classes, etc.



COLORADO'S AFRICAN AMERICAN INFANT MORTALITY INITIATIVE

- ✘ Healthy Start – from Families Forward Resource Center
 - + Eligibility
 - ✘ Identify as African American or Black
 - ✘ Pregnant, children in household under two, or thinking of becoming pregnant
 - + Serves Denver metro area

HEALTHYBABIES, STRONGFAMILIES

Healthy Start

303-386-2915

CANCER, CARDIOVASCULAR AND CHRONIC PULMONARY DISEASE GRANT PROGRAM

- ✘ CCPD grants: Amendment 35 – tobacco taxes
- ✘ Three year grant cycle
- ✘ Strategy 2 = Breastfeeding
- ✘ Four new grantees:
 - ✘ Boulder County
 - ✘ Chaffee County
 - ✘ Delta County with West Central Public Health Partnership (6 counties – Delta, Gunnison, Hinsdale, Montrose, Ouray, and San Miguel)
 - ✘ Northeast Colorado Health Department with Rocky Mountain Center Health (6 counties – Logan, Morgan, Phillips, Sedgwick, Washington and Yuma)
- ✘ All focus on developing continuity of care, local resource lists/referrals, workplace lactation accommodation, and breastfeeding friendly child cares



COLORADO BREASTFEEDING COALITION

✘ LatchMe app

- + Instantly connects mothers with breastfeeding resources in or outside of their community
- + Breastfeeding resource map
- + Populated by anyone
- + Verified credentials
- + Visit www.cobfc.org where the map will soon be available
- + Available for download for iTunes or Android devices
- + More information at <http://www.latchmd.com/latchMEapp.html/>



NEXT STEPS

- ✘ Please complete the webinar evaluation
- ✘ Next CBFHC Webinar – June 9th 12 – 2:30 p



SAVE THE DATE!!

**2015 Colorado Baby-Friendly
Hospital Collaborative
Annual Workshop**

Thursday, September 24th

Designation and Beyond

At the Colorado Department of Public Health and Environment, Denver

A young child with blonde hair, wearing a dark top and a patterned skirt, is walking away from the camera on a paved road. The road has a dashed white line down the center. The scene is illuminated by a low sun, creating a strong silhouette effect and a warm, golden glow. The child's shadow is cast on the road ahead of them.

THANK YOU!

For participating today and a
big thank you to all of our
presenters!