

## **Colorado Can Do 5! Initiative Raising Awareness for the Baby Friendly Ten Steps**

### Background

Making institutional changes in maternity care practices has been shown to significantly increase breastfeeding rates. The Baby-Friendly Hospital Initiative to encourage and recognize hospitals that demonstrate an optimal level of breastfeeding care by adhering to ten model breastfeeding practices is considered the gold standard. Only two Colorado hospitals have earned the "Baby-Friendly" designation. A Colorado population-based study conducted by the Colorado Department of Public Health and Environment published in the report, *Getting It Right After Delivery: Five Hospital Practices That Support Breastfeeding*, ([www.cdphe.state.co.us/ps/mch/gettingitright.pdf](http://www.cdphe.state.co.us/ps/mch/gettingitright.pdf)) and in the September 2007 issue of *Birth: Issues in Perinatal Care*, found five maternity practices to significantly extend breastfeeding duration among mothers of healthy infants. The practices are:

1. Infant is breastfed in the first hour after birth.
2. Infant is fed only breast milk in the hospital.
3. Infant stays in the same room with the mother in the hospital.
4. Infant does not use a pacifier in the hospital.
5. Hospital staff gives mother a telephone number to call for help with breastfeeding after discharge.

### Project Goals

To disseminate the report findings and provide technical assistance to all 55 Colorado hospitals as a means to encourage policy and practice change to subsequently increase breastfeeding duration rates.

### Methods

Through a collaborative initiative, known as the *Colorado Can Do 5!*, the Colorado Breastfeeding Coalition and the department's WIC and Physical Activity and Nutrition Program developed a presentation and a hospital resource kit. During 2008, volunteer WIC and coalition members provided the presentation and a resource kit to key staff at 21 hospitals. The kit contained a letter from the health department's Chief Medical Director, the report, a CD with a PowerPoint presentation about the report; the DVD *From Bottles to Breast, the Challenge to Becoming Baby Friendly* (the experiences of Boston Medical Center); training and technical assistance resources; and a Model Hospital Self-Assessment. Additionally, a consumer crib card was developed to educate parents about the five practices and was made available to WIC, visiting nurse program, and hospital staffs for distribution.

The program continued through 2010 with grant funds which enabled the department to contract with Dr. Marianne Neifert, pediatrician and nationally recognized expert in lactation management, to visit the remaining hospitals and provide the information and

technical assistance. Hospitals were invited to participate to host a presentation on a first come, first serve basis. Hosting hospitals had to commit to:

- promoting the presentation to hospital staff, administrators, and providers
- inviting local public health program staff
- acquiring CMEs (if feasible)
- offering snacks
- completing a one page summary sheet and training evaluation

#### Results:

By August 2010, 50 hospitals received training and materials, and five hospitals (two of which are Colorado's Baby-Friendly designated hospitals) received only the supporting materials about the *Colorado Can Do 5!* breastfeeding practices initiative.

The department is in the process of evaluating what impact this initiative has made on hospital practices and breastfeeding rates.

#### Summary:

This project successfully distributed the message about five maternity care practices to the majority of Colorado hospitals and to their community partners. Along the way, many hospitals have responded, "we can do these!" and several other hospitals have proclaimed and suggested, "Why don't we just go baby-friendly?"

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