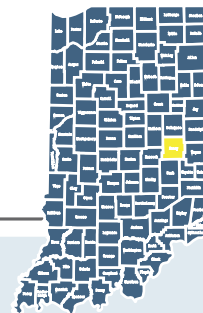


Henry Community Health's Journey to Becoming Baby-Friendly

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SUMMARY

Henry Community Health is one of only 17 Indiana hospitals currently accredited as a Baby-Friendly Hospital by Baby-Friendly USA. Their journey began in 2013 when they joined a learning collaborative with three other hospitals interested in achieving Baby-Friendly designation.

The Indiana State Department of Health's Division of Nutrition and Physical Activity (DNPA) partnered with the Indiana Perinatal Network, experts in the field, to lead and administer the Indiana Learning Collaborative (LINC). The LINC project was designed to enable hospital teams to share, test and implement ideas to achieve Baby-Friendly designation.



CHALLENGE

Hospitals can either help or hinder mothers and babies as they begin to breastfeed. The early postpartum period is a critical time for establishing and supporting breastfeeding.

More than 76% of Indiana's babies begin life breastfeeding, yet by day two, 18% of these babies have received formula. Experts recommend exclusive breastfeeding for about 6 months. However, low breastfeeding rates among infants who are 3 and 6 months of age (39.3% and 16.5%, respectively) indicate that mothers do not continue breastfeeding as recommended (Source: Centers for Disease Control and Prevention (CDC), National Immunization Survey (NIS) 2014-2015, among 2013 births).

YOUR INVOLVEMENT IS KEY

For more information about the Indiana Learning Collaborative (LINC), visit the DNPA Breastfeeding webpage at <http://www.dnpa.isdh.in.gov>.

Visit Baby-Friendly USA at <https://www.babyfriendlyusa.org/> to learn more about the Baby-Friendly Hospital Initiative in the United States.

This project is supported by the State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity, and Associated Risk Factors and Promote School Health cooperative agreement (DP13-1305).

"We are proud of this achievement as the importance of breastfeeding and mother/baby bonding cannot be overemphasized."

- Tina Abrams, Director of the Women and Children's Unit and BirthCare Center+

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SOLUTION

The Baby-Friendly Hospital Initiative is a global standard for hospital care to support not only breastfeeding, but also what is best for mother and baby. At the core of the Baby-Friendly process are the 10 Steps to Successful Breastfeeding. LINC was designed to help facilities overcome common barriers to implementing the 10 Steps. When hospitals have more of the 10 Steps to Successful Breastfeeding in place, mothers breastfeed longer.

Working in a learning collaborative, LINC hospitals discuss their progress toward becoming Baby-Friendly. They help one another, talk through their barriers, and outline new strategies they can take back to their own hospital to help facilitate the designation process. IPN staff assists by providing expert-level consultation, training and mentorship. This combination of peer support and consultation allows LINC participants to hear new ideas, implement best practices, and have continuous support and guidance. Two of the four original cohort hospitals have achieved Baby-Friendly designation since the start of the collaborative, and the remaining two are in the final phases.

RESULTS

Henry Community Health's BirthCare Center is ranked above both the national and state averages in a national survey of infant feeding practices in maternity care settings. The Maternity Practices in Infant Nutrition and Care (mPINC) Survey is conducted by the Centers for Disease Control and Prevention (CDC) every two years. Henry Community Health received a 93 in the recently released Benchmark Report. Their score was above the average of 79 for the nation, 80 for Indiana and 91 for similar-sized facilities.

IPN also convened an Annual Perinatal Hospital Summit (2010-2016), reaching 98% of Indiana's delivering hospitals. The summit played a key role in introducing hospital leaders to the Baby-Friendly Hospital Initiative, the mPINC survey, the CDC Breastfeeding Report Card, the 2011 Surgeon General's Call to Support Breastfeeding and LINC. Henry Community Health was motivated to become Baby-Friendly after attending the Annual Hospital Summit and realizing what they were doing was outdated and they needed to improve their breastfeeding support.

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<http://www.cdc.gov/cdc-info/requestform.html>

Website

<http://nccd.cdc.gov/nccdsuccessstories/>

The findings and conclusions in this success story are those of the author(s) and do not necessarily represent the official position of the funding agencies or the Centers for Disease Control and Prevention (CDC).

SUSTAINING SUCCESS

The LINC Project created an opportunity for relationships between the seven participating hospitals to grow. At the beginning of the five-year project, participants would only call the LINC coaches for help and support. Now, they are learning from each other and call each other for advice and technical support. For example, staff from the hospitals that had already achieved Baby-Friendly designation led mock on site assessments for two hospitals that were scheduled to have their on site assessment in the coming month.

LINC participants have suggested that Baby-Friendly Designated hospitals in Indiana meet once or twice a year. During these meetings, they plan to share how they are implementing the Annual Quality Improvement projects, as well as share any problems or solutions they have come across while maintaining designation.



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