CGBI BREASTFEEDING INITIATIVES

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Presenter Disclosures

Catherine Sullivan

(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No Relationships to Disclose



Carolina Global Breastfeeding Institute breastfeeding.unc.edu

- Research, Training, Service
- Focus on the 3B's: Birth Practices, Birth Spacing, Breastfeeding
- Major Projects
 - Breastfeeding Friendly Child Care
 - Ready, Set, Baby Prenatal Curriculum
 - National Collaborative for Advancing the Ten Steps
 - National Collaborative for Advancing BF Child Care
 - Mary Rose Tully Training Initiative
 - John Rex Grant-Messaging/Outreach
 - EMPower Breastfeeding
 - PCORI 4th Trimester



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National Collaborative for Advancing the *Ten Steps* (NCATS)



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Purpose of the NCATS

- Define the best practices for state/MSA-level programs
- Advance adherence to the Ten Steps
- Increase the number and quality of studies
- Create opportunities for sharing of materials/ideas

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Portal Welcome Page



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What is the EMPower initiative?	
EMPower Breastfeeding: Enhancing Maternity Practices	
(EMPower) is a multi-year initiative funded by CDC/DNPAO to support hospital-based quality improvement focusing	
on maternity practices leading to Baby-Friendly USA* Designation.	
The initiative is based on the Ten Steps to Successful Breastfeeding, as defined by the World Health Organization (NAME) and UNICE. The initiative is based on the Ten Steps to Successful Breastfeed (NAME) and UNICE. The initiative is based on the Ten Steps to Successful Breastfeed (NAME) and UNICE. The initiative is based on the Ten Steps to Successful Breastfeed (NAME) and UNICE. The initiative is based on the Ten Steps to Successful Breastfeed (NAME) and UNICE. The initiative is based on the Ten Steps to Successful Breastfeed (NAME) and UNICE. The initiative is based on the Ten Steps to Successful Breastfeed (NAME) and UNICE. The initiative is based on the Ten Steps to Successful Breastfeed (NAME) and UNICE. The initiative is based on the Ten Steps to Successful Breastfeed (NAME) and UNICE. The initiative is based on the Ten Steps to Successful Breastfeed (NAME) and UNICE. The initiative is based on the Ten Steps to Successful Breastfeed (NAME) and UNICE. The initiative is based on the Ten Steps to Successful Breastfeed (NAME) and UNICE. The initiative is based on the Ten Steps to Successful Breastfeed (NAME) and UNICE. The initiative is based on the Ten Steps to Successful Breastfeed (NAME) and UNICE. The initiative is based on the Ten Steps to Successful Breastfeed (NAME) and UNICE. The initiative is based on the Ten Steps to Successful Breastfeed (NAME) and UNICE. The initiative is based on the Ten Steps to Successful Breastfeed (NAME) and UNICE. The initiative is based on the Ten Steps to Successful Breastfeed (NAME) and UNICE. The initiative is based on the Ten Steps to Successful Breastfeed (NAME) and UNICE. The initiative is based on the Ten Steps to Successful Breastfeed (NAME) and UNICE. The initiative is based on the Ten Steps to Successful Breastfeed (NAME) and UNICE. The initiative is based on the Ten Steps to Successful Breastfeed (NAME) and UNICE. The initiative is based on the Ten Steps to Successful Breastfeed (NAME) and UNICE. The initiative is based on the Ten Steps t	
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 Empower mothers and families Empower healthcare providers 	
Empower administrators	
Empower systems	
Empower communitiesEmpower Breastfeeding!	
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EMPower Breastfeeding Core Team	
Abt AssociatesCarolina Global Breastfeeding Institute (CGBI)	
Center for Public Health Quality (CPHQ)	
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Carolina Global Breastfeeding Institute

The Carolina Global Breastfeeding Institute's vision is a world in which all mothers will be enabled to give every child the best start in life through optimal breastfeeding and related reproductive health including adequate birth spacing and healthy birth practices.

- History and experience in the development and assessment of the impact of the Ten Steps to Successful Breastfeeding
- Experience providing evaluation and technical assistance on the Ten Steps and related issues:
 - Breastfeeding-Friendly Healthcare (BFHC) Project
 NC Maternity Center Breastfeeding-Friendly Designation
 - NC Maternity Center Breastfeeding-Friendly Designation
 National Collaborative for Advancing the Ten Steps
 - W.K. Kellogg First Food Field Builder
 - Research on the impact of individual steps
- ROLE: Serve as breastfeeding experts for the EMPower initiative.

breastfeeding.unc.edu



Overall Approach

- Offer breastfeeding (BF) and quality improvement (QI) technical assistance tailored to each hospital.
- BF/QI coaches assigned to each hospital throughout the designation process.
- Share costs with hospitals for trainings and select BFUSA designation fees.
- Implement rigorous evaluation design and ongoing monitoring for continuous quality improvement.



Costs and Benefits to Participation

Phase	Timing	Hospital Cost/	Hospital Benefit	Disincentive if Phase is
		Requirement	(EMPower costs)	Not Achieved
Project Meetings	Ongoing	Travel/per diem for a team of 2-4 for up to 2 regional meetings	Cover meeting costs, ongoing training and technical assistance	None
D1 - Discovery	Month 0- 2	No Cost Register with Baby-	No fee On-site technical	No disincentive for D1
	Month 3- 6	Friendly USA, complete all required paperwork	assistance, Hospital Action Planning Guide Quarterly webinars	No disincentive for D1
D2 - Development	Month 7- 17	Pay Fee: \$2,800-\$3,600Meet D2 requirements	Tailored technical assistance Quarterly webinars	If D3 is not achieved, hospital will need to pay D2 fee again.
D3 - Dissemination	Month 18-26	Meet D3 requirements Cost-sharing Training	D3 fee paid by Abt Cost-sharing Training On-site technical assistance Quarterly webinars	If D4 Phase is not achieved, hospital will need to pay the D3 fee again.
D4 - Designation		Meet D4 requirements Cover costs of assessment team travel/per diem	D4 fee paid by Abt On-site technical assistance Quarterly webinars	If Designation is not achieved, hospital will need to pay D4 Fee again and associated fees.

State-Level Recognition for <i>Ten Steps</i>	
The EMPower Breastfeeding Initiative is designed to complement any state programs that recognize progress toward achievement	
of the Ten Steps	
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Hospital Selection by State	
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Year 1 Accomplishments	
Hiring and training of all coaches and MD	
Champions Development of a Hospital Action Planning guide	
Creation of visit materials/measure/monitoring tools	
63 hospital visits conducted by 9/11/15	
All hospital webinars Platform	
Collaboration with new and old partners	
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