

Colorado Baby-Friendly Hospital Collaborative

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Introduction:

Reducing obesity is a Colorado Maternal and Child Health (MCH) priority and a Colorado Department of Public Health and Environment (CDPHE) Winnable Battle. Supporting breastfeeding with a focus on maternity care practices and community partnerships is an identified strategy for CDPHE initiatives given the importance of breastfeeding to early childhood obesity prevention. CDPHE has been collaborating with Colorado hospitals with maternity services to create breastfeeding supportive environments since the 2008 implementation of the *Colorado Can Do 5!* Initiative. Implementing Baby-Friendly Hospital Initiative's (BFHI) *Ten Steps to Successful Breastfeeding* can improve breastfeeding prevalence and increase breastfeeding support throughout local communities statewide.

Project Goals:

In 2013, through MCH and CDC grant funding, CDPHE created the Colorado Baby-Friendly Hospital Collaborative (CBFHC) with the overall goal to increase breastfeeding initiation, duration and exclusivity rates in Colorado by increasing breastfeeding supportive maternity practices. CBFHC provides a state level support system of training, technical and financial assistance to support Colorado hospitals with implementation of the BFHI *Ten Steps to Successful Breastfeeding* and gain Baby-Friendly designation.

Methods:

CDPHE develops and implements quarterly webinars, an annual workshop and provides up to \$6000 to each CBFHC hospital to use for training and fees in the designation process. The CBFHC Advisory Committee was created to identify and evaluate activities useful to the collaborative and to continuously improve the effort. Resources are available to interested hospitals outside of the collaborative online. Annual evaluation of CBFHC hospitals occurs to determine program effectiveness and hospital progress.

Results:

Prior to 2013, only three hospitals in Colorado were Baby-Friendly designated, in which only 7.72 of 1000 live births occurred. As of fall 2014, CBFHC represents 47% of live births in Colorado with a breastfeeding initiation rate of 88%. Additionally, 14 of the 17 hospitals participating in the CBFHC have reached the Dissemination phase of the Baby-Friendly pathway and at least three hospitals plan to become designated in 2015. CBFHC patients represent greater ethnic and economic diversity, and a higher proportion of Medicaid paid births compared to current Baby-Friendly hospitals and non-participating hospitals in Colorado.

Summary:

Implementing a hospital collaborative is proving to be a successful strategy for supporting hospitals in their pathways to achieve Baby-Friendly designation.