

NLN 2016 Abstract Submission from Hawai'i

Title: The Baby-Friendly Hawai'i Project (BFHP)

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People Involved: Heidi Hansen-Smith, CDPHPD, Carol Melcher, BFHP Consultant, Meghan McGurk, University of Hawai'i Office of Public Health Studies, Rhoda Castillo, WIC Services, A. Michelle Martinez, Martinez Consulting, and the Breastfeeding Hawaii Coalition.

Background and Project Goals:

Since 2009, the CDPHPD has run the BFHP to increase exclusive breastfeeding rates by helping the 11 maternity care hospitals in the state adopt practices consistent with the "Ten Steps to Successful Breastfeeding," and to support interested hospitals in becoming Baby-Friendly Designated. The BFHP provides hospitals with technical assistance in systems change and the designation process, and conducts trainings on best practices.

With funding from the Association of State and Territorial Health Officials (ASTHO) the BFHP collaborated with the HDOH WIC Services Branch and Breastfeeding Hawai'i Coalition to host a 2-day conference in April 2015. Topics included Baby-Friendly, Healthy People 2020, and Hawai'i mPINC results. The keynote speaker, Catherine Watson Genna, provided training on supporting sucking skills in breastfed babies, with particular attention to tongue-tied babies.

Methods:

Post-surveys were conducted at the end of the April 2015 conference and a 9-month follow-up survey was conducted to identify if any practice changes had occurred. Finally, Newborn Infant Screening data and mPINC data were examined to assess long-term improvements in breastfeeding and hospital practice since the start of the BFHP.

Results:

- Of the 79 people who attended April 2015 conference, almost all said they planned to use what they learned with mothers. Only 31% of participants responded at the 9-month follow-up. Over half had increased confidence in working with tongue-tie babies, and 86% had shared what they had learned with others. Staff training was the most common type of organizational change reported.
- In 2015, two hospitals became Baby-Friendly designated, and a third hospital was designated in February 2016.
- Between 2009 and 2014, Hawai'i rates of exclusive breastfeeding in hospitals increased from 59.7% to 77%. (Newborn screening data)
- Hawai'i's composite mPINC score increased from 65 out of 100, in 2009, to 80 out of 100, in 2013.

Summary/Discussion:

Survey results helped the BFHP and partners to decide to use Year 2 ASTHO funding to support the CDPHPD statewide train-the-trainer workshop on the "Secrets of Baby Behavior" for both hospital staff and outpatient providers in March 2016. Expanded training will help create consistent messaging across the continuum of care and increase the statewide support for exclusive breastfeeding. Data also shows that while progress has been made in systems changes, more work is necessary to improve supports for breastfeeding.