Rural Wisconsin Hospital Cooperative and the Baby-Friendly Hospital Initiative

Jessica Sweeney

Capstone Committee: Professor Ana Martinez-Donate (Chair), Tim Size (Preceptor), Susan Zahner
Overview

Background
Intervention
Project design
Findings
Conclusion
Breastfeeding leads to:
- Better fetal outcomes
- Better maternal outcomes
- Healthcare Savings
- Corporate Savings

Support:
- Healthy People 2020
- CDC’s breastfeeding report card
- CDC’s mPINC scorecard
- Affordable Care Act
- Fair Labor Standards Act
- US Surgeon General
- State Support (Maryland)

Wisconsin data

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
<th>2010</th>
<th>2020 goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breastfed</td>
<td>81.3% (76.9)</td>
<td>73.7% (74.6)</td>
<td>76.3% (75)</td>
<td>81.9%</td>
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<tr>
<td>Formula</td>
<td>19.9% (24.6)</td>
<td>14% (24.5%)</td>
<td>11.9% (25.4)</td>
<td>14.2%</td>
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<tr>
<td>mPINC</td>
<td>76 (70)</td>
<td>71 (65)</td>
<td>71 (65)</td>
<td>***</td>
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<tr>
<td>BFHI</td>
<td>16.85% (6.22)</td>
<td>12.24% (4.53)</td>
<td>15.73% (3.78)</td>
<td>8.1%</td>
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</tbody>
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Baby-Friendly Hospital Initiative (BFHI)

Supported by Unicef, World Health Organization, Babyfriendly USA
Currently: 7 hospitals, 1 birth center

Incorporates WHO’s “Ten Steps to Successful Breastfeeding” & “International Code of Marketing of Breast Milk Substitutes” into current policies and procedures

Effective series of quality improvement projects

Initiative/Status not required
Rural Wisconsin Hospital Coop.

Owned and operated by 37, rural, acute, general medical surgical hospitals

Emphasis on developing a collaborative network among both freestanding and system affiliated rural hospitals

Vision: Rural Wisconsin communities will be the healthiest in America

Labor and delivery units: 30
Baby-friendly? 1

Participating hospitals: 15 + 1
Three project phases

Information phase
  Hospital Visits
  Self-Appraisal Tool
  mPINC

Research Phase
  Literature Review
  “Ten Steps” evidence-based Briefs

Dissemination phase
  Self-Appraisal Tool
  Evidence-based briefs
  Policy Comments and Suggested Changes
  Ideal Policies
# Findings

<table>
<thead>
<tr>
<th>Where we’re at</th>
<th>Policies</th>
<th>Pacifier Use</th>
<th>Rooming In</th>
<th>Physician buy-in</th>
<th>Formula Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimally supportive of bfing and not acceptable under BFHI</td>
<td>Widespread with little patient edu. about effect on bfing</td>
<td>Although allowed, not widespread</td>
<td>Uncommon and in each location, at least one actively against</td>
<td>Giving samples, discounted cans, and promotional materials</td>
<td></td>
</tr>
<tr>
<td>Supportive language in each policy about labor or delivery</td>
<td>No pacifier use in hospital unless asked and only after education</td>
<td>Each pt rooming in with nurse encouragement</td>
<td>One champion in each hospital</td>
<td>Purchase all formula with no formula company presence</td>
<td></td>
</tr>
<tr>
<td>Complete policy overhaul</td>
<td>No pacifiers in bassinet or at discharge and nurse ed.</td>
<td>Nurse education</td>
<td>ACA, admin support, physician education,</td>
<td>Admin and budgetary support, physician edu.</td>
<td></td>
</tr>
</tbody>
</table>

## Population Health Sciences

- [UNICEF logo](#)
- [School of Medicine and Public Health logo](#)
....but it’s not all bad

What they’re doing well
  Skin-to-skin care after normal, vaginal deliveries
  Private rooms (LDRP)
  Availability of clinical education
  Discharge and post-discharge support

Positive response to participate
  Willingness to improve
Local experts
Conclusion

Significant Commitment

Results
   Cost savings
   Better outcomes for both babies and their mothers
   Advertising and competition possibilities

Next steps
   Implement new, evidence based policies supporting breastfeeding
   Utilize the resources within this unique group
   Find a champion within each level
Acknowledgements

Tim Size, Executive Director, Rural Wisconsin Hospital Coop
Dr. Anne Eglash, UW Health
Dr. Ildi Mortonfly, UW Health
Rural Wisconsin Hospital Cooperative
  Richland Hospital (Richland Center)
  Baldwin Medical Center (Baldwin)
  Divine Savior Healthcare (Portage)
  Reedsburg Area Medical Center (Reedsburg)
  Shawano Medical Center (Shawano)
  Memorial Health Center (Medford)
  Langlade Memorial Hospital (Antigo)
  St. Croix Memorial Hospital (Baraboo)
  Memorial Hospital of Lafayette County (Darlington)
  Beaver Dam Community Hospital (Beaver Dam)
  Columbus Community Hospital (Columbus)
  Mile Bluff Medical Center (Mauston)
  Sauk Prairie Memorial Hospital (Prairie du Sac)
  Monroe Clinic & Hospital (Monroe)
  Memorial Medical Center (Neillsville)
  Black River Memorial Hospital (Black River)
Questions?