Perinatal Hospital Leadership Summit
Linking Evidence to Practice in Support of Breastfeeding

Register Online www.PHLsummit.eventbrite.com

BY INVITATION ONLY FOR:
- HOSPITAL AND HEALTH SYSTEM ADMINISTRATORS
- CHIEF NURSING OFFICERS/PATIENT SERVICES DIRECTORS
- BIRTH CENTER DIRECTORS

May 7, 2013
Earle Brown Heritage Center
Brooklyn Center, Minnesota
8:30 am to 4:00 pm

Registration Fee:
$75 - individual
$50 - each, if two attend from the same institution
The Minnesota Perinatal Hospital Leadership Summit will bring together leaders from around the state to learn about quality improvement in maternity care that supports breastfeeding. Learn from the Joint Commission about the Perinatal Core measurement set and hear what other hospitals are doing to improve Mother-Baby care. With your expertise and leadership we can work together to shape the health of our state.

### Attendee Information

Up to two leaders from each birth hospital or health system are invited to attend.

**DATE & LOCATION**

Tuesday, May 7, 2013  
8:30 am - 4:00 pm  
Earle Brown Heritage Center  
6155 Earle Brown Drive  
Brooklyn Center, MN 55430  
[www.earlebrown.com](http://www.earlebrown.com)

**REGISTRATION FEE**

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**HOTEL ACCOMMODATIONS**

Rooms at a rate of $109 per night are available at the Embassy Suites Minneapolis North. Call 763-560-2700 by April 22 to reserve at the “Hospital Summit” block rate. For hotel details: [www.minneapolisbrooklyncenter.embassysuites.com](http://www.minneapolisbrooklyncenter.embassysuites.com)

**Questions:**

Email [mnbreastfeedingcoalition@gmail.com](mailto:mnbreastfeedingcoalition@gmail.com)  
or, call Linda at 651-201-3649

### Agenda

<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>8:00 am - 8:30 am</td>
<td>Registration &amp; Refreshments</td>
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| 8:30 am - 9:00 am     | The State of Breastfeeding in MN  
Edward Ehlinger, MD, MSPH  
Commissioner  
Minnesota Department of Health |
| 9:00 am - 10:15 am    | Update on the Joint Commission’s Perinatal Core (PC) Measure Set  
Celeste Milton, MPH, BSN, RN  
Associate Project Director  
The Joint Commission |
| 10:15 am - 10:30 am   | BREAK                                                                   |
| 10:30 am - 11:45 am   | Never Enough: Supporting Mothers’ Informed Decisions About Formula Supplementation  
Jane Heinig, PhD, IBCLC  
Executive Director, UC Davis Human Lactation Center |
| 11:45 am - 12:45 pm   | LUNCH BREAK                                                            |
| 12:45 pm - 1:00 pm    | CDC Message (Video)  
Laurence Grummer-Strawn, PhD, MPA |
| 1:00 pm - 2:00 pm     | Panel Discussion I: Impact of Formula on Exclusive Breastfeeding (Step 6)  
*Formula Management*  
Hennepin County Medical Center Regions Hospital  
*Measuring Breastfeeding Rates*  
U of M Amplatz Hospital Mayo Austin Medical Center |
| 2:00 pm - 2:15 pm     | BREAK                                                                   |
| 2:15 pm - 3:30 pm     | Panel Discussion II: Quality Improvement in Mother/Baby Care  
*Rooming-In* (Step 7)  
HealthEast Woodwinds Hospital Mayo Red Wing Health Services  
*Skin to Skin* (Step 4)  
Riverwood Hospital, Aitkin Mayo Red Wing Health Services  
*Provider Education* (Step 2)  
Anne Lippin, MD |
| 3:30 pm - 4:00 pm     | Questions & Answers and Closing                                        |
Ten Steps to Successful Breastfeeding
(WHO/UNICEF, 1998)

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within a half-hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation, even if they should be separated from their infants.
6. Give newborn infants no food or drink other than breast milk unless medically indicated.
7. Practice rooming-in - allow mothers and infants to remain together - 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

Hospital Summit Planning Committee:

Linda Dech, MPH, IBCLC, MDH WIC Peer Coordinator
Pam Heggie, MD, IBCLC, U of M Amplatz Hospital
Anne Lippin, MD, CLE
Susan Bishop, MDH Worksite Wellness Coordinator
Jeanette Schwartz, RN, BSN, Health East Woodwinds Hospital
Jill Wilson, RD, IBCLC, Hennepin County WIC
Julianne Van Liew, MPH Student, U of M School of Public Health
Marla Kuchler, MPH Student, U of M School of Public Health

Mary B. Johnson, RD, MPH, MDH WIC
Nichole Sandberg, RN, BSN, IBCLC, U of M Amplatz Children’s Hospital
Pam Galle, IBCLC, Northland BF Coalition
Dana Barr, MD, IBCLC, Hennepin County Medical Center
Cherylee Sherry, MDH, Office of Statewide Health Improvement Initiatives (OSHII)
Kim Engwer-Moylan, MDH OSHII
MaryPat Egan, MDH MCH

Supporters:

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN
Minnesota Chapter

Regions Hospital
The Birth Center

Minneapolis Breastfeeding Coalition

MDH Department of Health

Hennepin County Medical Center

University of Minnesota
Amplatz Children’s Hospital