

# Perinatal Hospital Leadership Summit

*Linking Evidence to Practice in Support of Breastfeeding*



Register Online

[www.PHLsummit.eventbrite.com](http://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**

# Summit Details

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

\$75 - individual

\$50 - each, if two attend from the same institution

Register online at  
[www.PHLsummit.eventbrite.com](http://www.PHLsummit.eventbrite.com)

### 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

8:00 am - 8:30 am Registration & Refreshments

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**

*Afternoon Sessions: Challenges and Solutions to Implementing the Ten Steps to Successful Breastfeeding*

12:45 pm - 1:00pm **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:

