

Minnesota's Progress Towards Baby Friendly Hospital Designation: *2016 Infant Feeding Practices Survey*

Presented by:

Lisa Roberts

University of Minnesota – Twin Cities, School of Public Health

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4th Perinatal Hospital Leadership Summit
Strategies to Increase Exclusive Breastmilk Feeding in Hospitals

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Baby-Friendly Hospital Initiative

- World Health Organization began Baby-Friendly Hospital Initiative (BFHI) in 1991
- Ten Steps to Successful Breastfeeding are the cornerstone of BFHI
- Progress towards Baby-Friendly designation is the 4D Pathway
 1. Discovery
 2. Development
 3. Dissemination
 4. Designation

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Survey Methods:

Infant Feeding Practices Survey was administered to individuals working on or overseeing the maternity or labor/delivery ward

- Diversity of respondents, including RNs, LCs, nurse managers and supervisors, directors of nursing, etc.
- 2013: E-mail or phone survey
 - Response rate: 66 of 92 hospitals (72%)
- 2014: Survey Monkey
 - Response rate: 94 of 97 maternity centers (97%)
- 2015: Survey Monkey
 - Response rate: 61 of 97 maternity centers (63%)
- 2016: Survey Monkey
 - Response rate: 67 of 93 maternity centers (72%)

Survey Measures

- 2013
 - Infant feeding practices
 - Infant sleeping practices
 - Newborn exam location
 - Implementation of the WHO Ten Steps
 - **Baby-Friendly Hospital Initiative** status and progress
- 2014 additional measures
 - Phase of the **BFHI 4D Pathway**
 - Maternity center initiate of the BFHI process
 - Barriers to the BFHI process
 - Rural/Urban Status
- 2015 additional measures
 - Specific items included in discharge bags
 - Specified cost barriers in initiating Baby-Friendly certification
- 2016 additional measures
 - Use of donor milk for babies needing supplementation
 - Milk depot/breastmilk collection site

Results

Table 1. Minnesota Maternity Center Infant Feeding and Care Practices, 2015 and 2016

Maternity Center Characteristics	2015 % (n=61)	2016 % (n=67)
Designated as Baby-Friendly	6.7	12.3
Had Initiated the 4D Pathway	26.2	10.6
Were not working on any of the Ten Steps	18.0	9.2
Were working on some of the Ten Steps	80.3	79.1
Were working on all of the Ten Steps	31.1	28.4
Has an infant feeding policy	91.7	89.6
Paid for formula	47.5	52.2
Provided discharge bags with infant formula, formula coupons, or formula branded information	6.6	3.0
Had a nursery	80.3	65.7
Most newborn exams were performed in mother's room	75.0	74.6
Most babies slept in mother's room	83.6	80.3

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Table 2. Progress of Minnesota Maternity Centers on the WHO Ten Steps to Successful Breastfeeding in 2015 and 2016

WHO Ten Steps to Successful Breastfeeding	2015 (n=61) %	2016 (n=67) %
1. Have a written breastfeeding policy that is routinely communicated to all health care staff	76.4	76.9
2. Train all health care staff in skills necessary to implement this policy	76.4	66.2
3. Inform all pregnant women about the benefits and management of breastfeeding	70.9	70.8
4. Help mothers initiate breastfeeding within one hour of birth	94.6	87.7
5. Show mothers how to breastfeed, and how to maintain lactation even if they should be separated from their infants	80.0	78.5
6. Give newborn infants no food or drink other than breastmilk, unless medically indicated	69.1	63.1
7. Practice rooming in- that is, allow mothers and infants to remain together- 24 hours a day	74.6	69.2
8. Encourage breastfeeding on demand	87.3	87.7
9. Give no artificial nipples (bottles) or pacifiers to breastfeeding infants	50.9	55.4
10. Foster the establishment of breastfeeding groups and refer mothers to them on discharge from the hospital or clinic	61.8	58.5

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Table 3. Initiator of the Baby-Friendly Designation Process in Minnesota Maternity Centers Reported as Being Baby-Friendly Designated or on the 4D Pathway, 2015 and 2016

If initiated, by whom*	% Of Respondents (n=36)	% Of Respondents (n=22)
A nurse or nurses with less than five years of experience	8.3	4.6
A nurse or nurses with five years of experience or more	55.7	45.5
Hospital or birth center administration	44.4	63.6
Physician(s)	13.9	27.3
Patient(s)	2.8	0
Lactation Consultant(s)	61.1	45.5
Local Breastfeeding Coalition	13.9	0

*Respondents could identify more than one initiator, so the total percentage exceeds 100%.

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Table 4. Barriers to Initiating the Baby-Friendly Designation Process in Minnesota Maternity Centers Not Designated as Baby-Friendly or on the 4D Pathway, 2016* (n=60)

Barrier	Not a barrier (%)	Somewhat of a barrier (%)	A significant barrier (%)
Cost of site visit(s)	18.3	41.7	40
Cost for formula	69.5	22.0	8.5
Cost for training	13.3	30.0	56.7
Cost for designation	16.7	40.0	43.3
Client preferences	54.6	41.8	3.6
Lack of administrative support	50.0	38.3	11.7
Lack of physician support	31.7	53.3	15.0
Lack of information about the Baby-Friendly Initiative	72.9	22.0	5.1
Lack of reimbursement for lactation services	49.2	30.5	20.3
Staff resistance	30.0	56.7	13.3

*Respondents could identify more than one barrier, so the total percentage exceeds 100%.

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New 2016 Survey Measures

- Does your hospital use donor milk as an option for supplementation?
 - 16 hospitals (23.9%)
- Does your hospital have a milk depot?
 - 3 hospitals (4.3%)

Discussion

- 53 out of 97 of the centers are working on some of the 10 steps
- Individual initiating Baby Friendly designation
 - Lactation consultant, birth center or hospital administrator or nurse
- Same leading barriers in 2016 initiating Baby Friendly designation process
 - Costs of training, site visit(s) and designation, lack of reimbursement, lack of physician support and staff resistance