

# **Celebrating the 1<sup>st</sup> Baby Friendly Hospital in Minnesota**

**Austin Medical Center**

Mayo Clinic Health System in Austin

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Photo: Austin Medical Center staff proudly display their Baby-Friendly Hospital certificate. Left to right: Chief Nursing Officer Diane Twedell, DNP, RN; Medical Director John Coppes, MD; Candace Hample, RN IBCLC; Julie Smith, RN; and Julie McColloch, RN

# Nurse manager's view

## 1<sup>st</sup> Baby Friendly Hospital in MN

- Austin Med Center is Baby Friendly Certified in Jan 2011
- Nancy Hoversten, Women's Special Care Unit nurse manager at AMC says the Baby-Friendly designation is truly one to celebrate.
- “We have been working very hard for several years to ensure our practices are aligned with this initiative”
- “Being a Baby-Friendly site really means we are providing the essential education needed for all patients whether they breast feed or formula feed, to be able to care for their newborn properly when they leave the hospital. It's really best practice care right here in Austin.”

# 1st Baby Friendly Hospital in MN

- Candace Hample, RN, IBCLC – co-led the program with Nurse manager - Nancy Hoversten
- “All of our nurses in our Women’s Special Care Unit and physicians who care for newborns are required to complete a breastfeeding competency course”
- “We provide education to our patients beginning at 32 weeks pre-delivery and going through post-partum. Our patients love it as they feel like they are much more involved in the care of their newborn.
- “Gone are the days when care to the newborn was done only in the nursery. Now all care is done right at the bedside in the patient’s room involving all care givers and the parents.”

# OB-GYN and other providers on board

- John Coppes, M.D, OB/GYN physician and medical director at AMC, says the designation truly is wonderful.
- “To be the first Baby-Friendly designated health care facility in Minnesota speaks loud and clear that our health care team is serious about providing the best care possible in the Women’s Special Care Unit”
- “The benefits of breastfeeding could translate into millions of dollars of savings to our health care system through decreased hospitalizations and pediatric clinic visits. At AMC, over 80% of women breastfeed their newborns, which is higher than the national average of 75%.”

# *Breastfeeding Rates*

## *Austin-Mayo*

- ***Before*** Baby Friendly Hospital Initiative (BFHI):
  - Breastfeeding initiation rate - 75%
  - Exclusive Breastfeeding rate - 50-60%
  - Breastfeeding in First Hour ; Skin to Skin - 0%
- ***After*** BFHI:
  - Breastfeeding initiation rate- 82%
  - Exclusive breastfeeding rate- 84%
  - “Babies having uncomplicated vaginal births are given the opportunity to breastfeed as their first feed and are kept STS until they have breastfed” – 100%

# Kudos to Mayo Clinic Health System in Austin !!



**Congratulations!**

