Provider Education in the Baby Friendly Hospital Initiative

or

How to Get Providers to do THE RIGHT THING

(in 10 easy tasks)

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Disclosure: I have two dogs.
Step Two of the Ten Steps to Successful Breastfeeding:

Train all health care staff in the skills necessary to implement your written breastfeeding policy.
“Physicians, Midwives, Physician Assistants and Advanced Practice Registered Nurses (APRNs) with privileges for labor, delivery, maternity, and nursery/newborn care should have a minimum of 3 hours of breastfeeding management education pertinent to their role. The content and number of hours of training for staff working outside maternity will be developed by each facility, based on job description and workplace exposure to breastfeeding couplets.”
Bottom Line:
Providers who care for normal newborns and/or mothers in the hospital AND who are employed by the hospital are required to complete the education.
At Amplatz, we simplified the requirement to anyone with privileges on:

- L&D
- Postpartum
- Newborn nursery
Great.

Now what?
Task #1:

Identify administrative allies in positions of power (after building a broad base of support at all levels of the organization.)
Dr. Jim Breitenbucher
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Task #2:

Identify physician/provider champion from whom provider communications will be sent.
Me.
Task #3:

Make a list of providers for whom three hours of breastfeeding education is mandatory in order to achieve Baby Friendly certification.
Midwives
OB/Gyns
Pediatricians
Family Doctors
Don’t forget the residents and fellows!
Providers who don’t need three hours:

- Dermatologists
- Plastic surgeons
- Etc…
Task #4: Communicate frequently and persuasively
Task #5: Anticipate resistance and plan your counter-resistance strategies.
Task #6:
Determine how to incent completion of the education.
Gustatorial Pleasures (Bribery)
Healthy Competition
(Public Shaming)
Increased patient satisfaction!
(More Bribery)
Gentle Authoritative Reminders (Coercion)
Improved Patient Outcomes
Task #7: Set a reasonable deadline for completion. Keep things SIMPLE.
Easy ways to meet the three hour requirement:

1) [www.bfconsortium.org](http://www.bfconsortium.org) (20 hours of CME/CEUs; $99)
2) [www.wellstart.org](http://www.wellstart.org) (free, three hours; use for elective CME)
3) Grand rounds
4) Lactation conferences
5) [www.breastfeedingbasics.org](http://www.breastfeedingbasics.org) (free, can use for elective credits)
6) [http://Tensteps.jbpub.com](http://Tensteps.jbpub.com) (11 hours CME, 24.4 CEUs; $176.95)
7) [http://www.breastfeedingclinic.com/bfdvd](http://www.breastfeedingclinic.com/bfdvd) (Canadian - reciprocal CME through AAFP)
8) [www.bfmed.org](http://www.bfmed.org) (Academy of Breastfeeding Medicine website)
9) [www.lactationtraining.com](http://www.lactationtraining.com) (15 hours, $129)
Task #8:
Task #9: Determine which providers will be physically present in the hospital during the BF site visit.
Task #10: Plan for BF Site Visit - short interviews with providers regarding...

- Latch and positioning
- Accessing lactation services
- Hand expression of breastmilk
- Where to find hospital breastfeeding policy
- Prenatal breastfeeding education
- Management of breastfeeding problems
- Etc.
Questions?