Our Baby Friendly journey at Essentia-St. Mary’s Medical Center

Designation received November 2016

Successes & Challenges

- Delegative to have all members of the team present on the steering committee initially, then can be ad hoc:
  - OB/Peds physicians & midwives
  - Family Practice physicians that see OB and infants for follow up care
  - Leadership staff at all Clinic locations
  - IBCLC inpatient/outpatient/TLC
  - Community partners shared changes and gave updates to Public Health & WIC
  - Perinatal Education department make sure curriculums meet BF standards

- Can’t predict the patient census, what Nursing or Medical staff or patients will be interviewed, or what former patients will be called. Teach, Inform, and Prepare everybody for your “visit” through consistent information.

- Core team doing audits is invaluable. Use audits from BF tool kit for each of the 10 steps.

- Make it fun for the staff and reward great documentation.

- Involve Purchasing department early and double check invoicing—hospital and clinic awareness.

Achieving a level of Sustainability

- Continue to have a plan for education and re-education of the staff (skills day)
- Continue to do random audits to assure compliance
- Track monthly breastfeeding statistics and review regularly
- Follow up on key points (hand expression, instruction on formula preparation, skin to skin initiated)
- Make sure that your Clinic partners are continuing to make the education a priority during prenatal visits even after designation has been achieved
- Have a plan for continuing to monitor formula price increases and compliance from Purchasing dept.
- Include a plan for “safe formula preparation”. We utilized a “kit” to use for education purposes along with printed information to reinforce verbal teaching.

Change Management & Quality Measures

- Need to continue to reinforce with staff. Key points: skin to skin, reason for supplementation and explanation and consent of mother
- Make a few questions from the audit a part of your regularly rounding on patients to assure that they are continuing to receive the same education and message.
- Don’t forget about the need to bring physicians along as well. Try to find a “champion” among the group.
- Keep the same plan of education for new nursing and medical staff. This is a key focus of their orientation plan.