

# The 10 Steps: Tips for success and sustainability

*May 17, 2019*

*Trish MacEnroe, BS, CDN, CLC*



# Disclosure

- This speaker discloses employment with Baby-Friendly USA, Inc.
- There are no other conflicts of interest.
- This presentation is not supported by any funds from companies that violate the International Code of Marketing of Breastmilk Substitutes.

# Objectives

- Describe the process of AQI and Re-Designation
- Explain 3 recommendations for sustainability
- Discuss case studies for overcoming barriers to Ten Step implementation and Baby-Friendly Sustainability

# Post-Designation Activities



Baby-  
Friendly  
USA

# Post-Designation

- Designation is for 5 years
- Re-designation is conferred through an on-site assessment effective with the class of 2017

# Post-Designation

- Achieving Baby-Friendly designation is an important part of the journey...but it is not the end point.
- On-going data collection, monitoring of practices and quality improvement activities are vital to ensuring that the Baby-Friendly standards are maintained.
- Facilities are responsible for on-going adherence to the most current Guidelines and Evaluation Criteria.

# POST DESIGNATION ADVICE

- Stay vigilant and prevent practice slippage.
- Keep auditing all the steps all year long. Routine audits serve as an early warning system.
- It is easier to maintain a practice than to fix one that has slid.
- Maintain your multi-disciplinary team to help communicate policy, training and on-going adherence to the most current Guidelines and Evaluation Criteria.

# Post Designation

- Designation is for 5 years.
- The first three years post-designation are Annual Quality Improvement Phase, referred to as AQI.
- The 4<sup>th</sup> and 5<sup>th</sup> years post-designation are Re-Designation Phase.
  - The 4<sup>th</sup> year is referred to as Re-Designation - Year 1
  - The 5<sup>th</sup> year is referred to as Re-Designation - Year 2



# Post Designation – Annual QI

- Designated facilities are expected to audit practices, report results to BFUSA and conduct QI projects on assigned steps each year.
- Steps are assigned by BFUSA.
- Must use BFUSA supplied tools.
- There is an annual fee to BFUSA.

# Post Designation – Annual QI

- Information about the Annual QI for each year is emailed to each facility's BFUSA Primary Contact person.
- Specific annual instructions are posted in the [www.babyfriendlyusa.org](http://www.babyfriendlyusa.org) portal.

# Post Designation – Annual QI – may change

- 2019 Activities – The Code, Steps 4 & 7
- 2020 Activities – Steps 3, 5, 8, 9 & 10
- 2021 Activities – Steps 1, 2 & 6
- 2022 Activities – The Code, Steps 4 & 7
- 2023 Activities – Steps 3, 5, 8, 9 & 10

# Re-designation

- Re-designation is conferred through an on-site assessment effective with the “2017 Re-designation class”.
- Re-designation classes are defined by the year the designation expires.
  - For example: facility designated from 2012-2018 is in the 2018 Re-designation class.
- During the 3 years of AQI, the facility will have audited all 10 Steps and should be well prepared for the on-site Re-Assessment.

# Re-designation

- In the 4<sup>th</sup> year post-designation (referred to as Re-designation Year 1) facility has an RAI call with BFUSA.
- During the RAI BFUSA reviews:
  - Most current Infant Feeding Policy
  - Fair Market Price and Code Compliance
  - Audit results and adherence to practices
  - Facility specific concerns/issues

# Re-designation

- In the 5<sup>th</sup> year post-designation (referred to as Re-designation Year 2) facility has the on-site assessment.
- The on-site assessment is the same as the initial assessment.
- Facilities are assessed on the currently active version of the Guidelines and Evaluation Criteria.

# Re-designation Class of 2017 Example

Year	Activity/Materials Due	Due Date:
2016	2016 Phase Fee (Invoices sent Feb. 2016)	July 1, 2016
	Infant Feeding Policy	
	Facility Data Sheet	
	FMP Code Compliance Verification Form	
	Audit Results (with QI plans if necessary)	August 15, 2016
	Updated Audit Results (if necessary)	October 15, 2016
	Readiness Assessment Interview	October 2016 through January 2017 (assigned by BFUSA)
2017	2017 Phase Fee (Invoices sent Feb. 2017)	April 31, 2017
	On-Site Assessment	May 1 – August 31, 2017 (assigned by BFUSA)
	Results Given	By December 31, 2017

# Question

- How should audits be conducted?



# Answer

- The purpose of conducting audits on Baby-Friendly practices in your facility is to highlight areas of excellent care, as well as identify opportunities for quality improvement.
- There are two key factors to keep in mind as you are planning your audits.
  - 1. Selecting auditors
  - 2. Sample to be audited

# Auditor Skill Requirements

- Good command of the subject matter to evaluate accuracy/completeness of responses
- Objective
- Good interviewing skills
- Good critical thinking skills
- Capable of probing without leading to the answer

# Sample To Be Audited

- Representative of the entire population
- Sufficient in size and diversity to effectively evaluate if the desired outcome is being achieved

# Case Studies



Thank you



Baby-  
Friendly  
USA