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The 10 Steps: Tips for success and sustainability

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
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 4th and 5th years post-designation are Re-Designation Phase.
  - The 4th year is referred to as Re-Designation - Year 1
  - The 5th 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 – 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

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 portal.

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 4th 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 Class of 2017 Example**

<table>
<thead>
<tr>
<th>Year</th>
<th>Activity/Materials Due</th>
<th>Due Date:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Infant Feeding Policy</td>
<td></td>
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<tr>
<td></td>
<td>Facility Data Sheet</td>
<td></td>
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<tr>
<td></td>
<td>FMP Code Compliance Verification Form</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Audit Results (with QI plans if necessary)</td>
<td>August 15, 2016</td>
</tr>
<tr>
<td></td>
<td>Updated Audit Results (if necessary)</td>
<td>October 15, 2016</td>
</tr>
<tr>
<td></td>
<td>Readiness Assessment Interview</td>
<td>October 2016 through January 2017 (assigned by BFUSA)</td>
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<tr>
<td></td>
<td>On-Site Assessment</td>
<td>May 1 – August 31, 2017 (assigned by BFUSA)</td>
</tr>
<tr>
<td></td>
<td>Results Given</td>
<td>By December 31, 2017</td>
</tr>
</tbody>
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**Question**

- How should audits be conducted?
• 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

• 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

• Representative of the entire population

• Sufficient in size and diversity to effectively evaluate if the desired outcome is being achieved
Thank you