Working Through the 4-D Pathway

Dissemination and Designation Phases
Speaker Disclosure

- The 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
The US Data

- 143 Designated Facilities
- 428 working towards designation
  - 35 facilities are finishing up the COI program
    - Some are scheduled for assessment
    - Some are assessed and working on QI Projects
- 217 facilities in the Discovery Phase
- 123 facilities in the Development Phase
- 43 facilities in the Dissemination Phase
- 19 facilities in the Designation Phase
- 90 facilities to join through the Best Fed Beginnings Project
- 134 non-selected applicants will be invited

~3250 total birthing facilities in US
4-D Pathway AIM

- Establish a starting point for hospitals who are implementing the Ten Steps to Successful Breastfeeding
- Establish sustainable plans for maintaining the Ten Steps
- Provide tools to assist facilities with planning and measuring results
4-D Pathway Summary

- Discovery Phase – Learning
- Development Phase – Planning
- Dissemination Phase – Implementing
- Designation Phase - Assessing
The 4-D Pathway to Baby-Friendly® Designation

**Dissemination**
- Collect Data
- Train Staff
- Bridge to Dissemination Phase-Development-Certificate of Completion

**Development**
- Data Collection Plan
- Prenatal/Postpartum Teaching Plans
- Staff Training Curriculum

**Designation**
- Implement QI Plan
- Readiness Interview
- On-Site Assessment

**Discovery**
- Register with Baby-Friendly USA
- Obtain CEO Support Letter
- Complete Self Appraisal Tool

**Baby-Friendly Designation**
- Hospital Breastfeeding Policy
- BFHI Work Plan
- BF Committee or Task Force

For more information go to www.babyfriendlyusa.org

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Dissemination Phase

The primary task is to implement the plans created during the Development Phase

- Infant Feeding Policy
- Training Plan
- Patient Education Plan
- Data Collection Plan
- Action Plans
Dissemination Phase Tools

- Audit tools
  - DISS_1_Step 1 Policy implementation
  - DISS_2_Step 2 Audit Tool
  - DISS_2A_Lactation competency Verification
  - DISS_3_Step 3 Audit Tool
  - DISS_4_Steps 4 and 7 Audit Tool
  - DISS_5_Steps 5, 8, 9 and 10 Audit Tool
  - DISS_6_Step 6 Audit Tool
  - DISS_7_Code implementation
Designation Phase

- BFUSA and Facility participate in Readiness Assessment Telephone Interview
- Facility works with purchasing department to implement requirement to purchase infant formula, bottles and nipples
- Facility preparation for the on-site assessment materials
- BFUSA support in planning for your on-site assessment
The On-Site Assessment

What facilities need to prepare for
On-Site Assessment

- Quantitative and Qualitative
- Interviews with:
  - CEO
  - Senior nursing administrator
  - Purchasing agent
  - Nurse manager, Prenatal Service
  - Unit manager, Maternity & NICU/SCU
  - Training coordinator
  - Baby-Friendly project coordination team
Assessment Interviews, cont.

- Randomly selected key informants:
  - physicians with privileges on maternity
  - nursing staff (day and evening shifts)
  - prenatal woman >32 wks gest
  - mothers of vaginal delivery
  - mothers of cesarean delivery
  - mothers of babies in NICU/SCU
Assessment Activities

The following items are examined:

- breastfeeding policy and other standards
- prenatal education curricula
- staff training curricula
- educational material given to parents
- discharge packs
- posted documents and media
- charts when clarification is needed
- vendor invoices for formula and related feeding equipment
Assessment Activities

Random observations are made throughout the survey of:

- staff competency with breastfeeding teaching
- birth practices
- location of babies on the unit
- mothers’ feeding competency
- visible messages about infant feeding
Assessment Activities

- Report is compiled by assessors
- Report is reviewed by External Review Board
- Assessment standards: 80+% compliance on most items
- ERB determines:
  - Designation, or
  - Reassessment of failed step(s)
What if the facility doesn’t pass?

- ERB identifies sub-steps which must be improved
- Facility makes necessary improvements
- Assessor is sent to evaluate sub-steps not passed
- ERB reviews findings of revisit and makes determination
- (Most facilities pass on 1st revisit)
Designation

- Only after passing internal and external review, may a facility refer to itself as a “Baby-Friendly” facility
4-D Pathway

Lessons Learned
Lessons Learned

- Work to obtain the support of all stakeholders
- Follow the Guidelines and Evaluation Criteria
- Audit Practices in accordance with the Evaluation Criteria
- Allow new practices to solidify before the on-site assessment
Monitoring and Re-assessment

Maintaining excellence in the Baby-Friendly Hospital Initiative
Success is a journey…not a destination

- Achieving Baby-Friendly designation is an important part of the journey…but it is not the end point

- On-going data collection and quality improvement activities are vital to ensuring that the Baby-Friendly standards are maintained
Re-Designation Process

- Designation is for 5 years
- Beginning in 2017 Re-Designation will be conferred through an on-site assessment
- Re-Designations through 2016 are conducted by a review of infant feeding policy, data, audit results and quality improvement projects
Re-Designation Through 2016

- Facility must audit all Ten Steps utilizing tools provided by Baby-Friendly USA (BFUSA)
- Audit results must be submitted to BFUSA
- Quality Improvement Projects are required for all steps where audit results show the facility is below the minimum threshold outlined in our Guidelines and Evaluation Criteria
BFUSA Annual Monitoring Process

Facilities audit practices on assigned steps and conduct QI projects as necessary
BFUSA Annual Monitoring

- Designated facilities are expected to audit practices and conduct QI projects on 2 steps per year
- Steps are assigned by BFUSA
- There is an annual fee to BFUSA
2012 Activities – Steps 1 and 2

- Facility Data Sheet
- Attestation of Purchase of Breast Milk Substitutes, Bottles and Nipples
- Step 1 Audit Tool
- Step 2 Audit Tools
- Training Plan
2013 Activities – Steps 4 & 7

- Facility Data Sheet
- Attestation of Purchase of Breast Milk Substitutes, bottles and nipples
- Steps 4 and 7 Audit Tool
2014 Activities – Step 6

- Facility Data Sheet
- Attestation of Purchase of Breast Milk Substitutes, Bottles and Nipples
- Step 6 Audit Tool
2015 Activities – Steps 3, 5, 8, 9 & 10

- Facility Data Sheet
- Attestation of Purchase of Breast Milk Substitutes, Bottles and Nipples
- Step 3 Audit Tool
- Steps 5, 8, 9 and 10 Audit Tool
- Patient Education Plan
2016 Activities – The Code

- Facility Data Sheet
- Attestation of Purchase of Breast Milk Substitutes, Bottles and Nipples
- Code Audit Tool
## Chart 1 - 2012 - 2016 Audit/QI Project Schedule

<table>
<thead>
<tr>
<th>YEAR</th>
<th>AUDIT STEPS</th>
<th>TOOLS PROVIDED BY BFUSA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>1 and 2</td>
<td>Facility Data Sheet, Policy Check off tool, Attestation of Purchase of Breast milk Substitutes, bottles and nipples, Step 1, Audit Tool and Step 2 Audit Tools and Training Plan Template</td>
</tr>
<tr>
<td>2013</td>
<td>4 and 7</td>
<td>Facility Data Sheet, Attestation of Purchase of Breast milk Substitutes, bottles and nipples, Steps 4 and 7 Audit Tool</td>
</tr>
<tr>
<td>2014</td>
<td>6</td>
<td>Facility Data Sheet, Attestation of Purchase of Breast milk Substitutes, bottles and nipples, Step 6 Audit Tool</td>
</tr>
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<td>Facility Data Sheet, Attestation of Purchase of Breast milk Substitutes, bottles and nipples, Step 3 Audit Tool and Steps 5, 8, 9 and 10 Audit Tool and Patient Education Plan Template</td>
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<tr>
<td>2016</td>
<td>Code</td>
<td>Facility Data Sheet, Attestation of Purchase of Breast milk Substitutes, bottles and nipples, Code Audit Tool</td>
</tr>
</tbody>
</table>
2017 Activities

- On-site assessments will be conducted for all facilities whose designation expires in 2017

- Over a 5 year period of time, the facility will have audited all 10 Steps and should be well prepared for the on-site Re-Assessment
USA Re-Designation Process
2017 and Beyond

- Reaffirm Code Implementation
- Review/Update Staff Education
- Re-verify Staff Competency
- Review Policies
- Review Patient Outcomes Data
- Review/Update Patient Education
- Reinstitute QI Activities
- On-Site Re-Assessment

Baby-Friendly Re-Designation

© 2012 Baby-Friendly USA, Inc.
Re-Designation and Monitoring Tools are the same as used in 4-D Pathway
Re-Designation Encompasses the Dissemination and Designation Phases

Baby-Friendly Re-Designation 2017 and Beyond

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BFUSA of the Future

- New website and customer relations management system (CRMS) to be launched in late 2012

- Eventually facility information, data and audit results will be submitted through a secure portal on our website
BFUSA of the Future
Questions?????

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