

Successful Implementation of Baby Friendly USA 6th Edition Skills Competency at a Large Facility

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Introduction

- Katz Women's Hospital at North Shore University Hospital (KWH-NSUH), is a 756-bed hospital and Regional Perinatal Center.
- Located in Manhasset, NY, a suburban town on Long Island about 30 minutes east of New York City.
- Average 6000 births and 1000 NICU (Level III) admissions annually
- Facility footprint: 6 units (Labor & Delivery, Postpartum (3 units), High-risk antepartum-postpartum, Neonatal ICU
- On the pathway to Baby Friendly designation (D4)

Background

- Baby Friendly USA 6th Edition revised the criteria for Skills; KWH-NSUH was selected to join **EMPower Best Practices**
- **EMPower Best Practices** is a hospital-based quality improvement project
- It is aimed at improving evidence-based maternity care practices supportive of optimal infant nutrition through skills-based competency training and ongoing technical assistance.
- The initiative is implemented by Abt Associates, Carolina Global Breastfeeding Institute and Population Health Improvement Partners.
- It is funded by the CDC Division of Nutrition, Physical Activity, and Obesity and stipends intended to offset education costs were granted upon successful completion of training of 80% of RNs
- **EMPower Best Practices** provided tools and resources to implement skills training with an emphasis on equity with the freedom to design our own unique training plan.

Objectives



- Use train the trainer method in conjunction with prework to prepare staff for training
- Use multiple media formats to communicate prework with staff
- Incorporate equity into training
- Attend while at work; no additional paid training time

Methodology



- 6 Skills Stations designed by **EMPower Best Practices**
 - 1 Station per month; included in monthly annual skills fair
- Build in catch up months
- Create and share slides with scenarios and prompts designed by **EMPower Best Practices**
- Create answer keys
- Create videos with demonstrations of expectations
- Create Training Team

Training Team detail



- 2 RN trainers per unit and shift
- Staff RNs, Managers, Asst Managers, Educators, and Lactation Consultants
- Attend **EMPower Best Practices** Train the Trainer sessions
- At the start: 52 trainers
- Meetings/online group chats
- Incentive: Clinical Ladder

Implementation



- Post videos online (internal)
- Share video link via email & Microsoft Teams
- Post QR codes to videos
- Email documents
- Resource binder on each unit with hard copies
- Answer keys, not just questions

Unique asynchronous prework



- Watch video
- Review digital slides
- Review printout

Implementation progress checks



- Weekly progress report to leadership
- Monthly Baby Friendly Bulletin to staff
- Friendly competition—*let's be first!*
- Changes: no catch-up months—keep the momentum

Observations

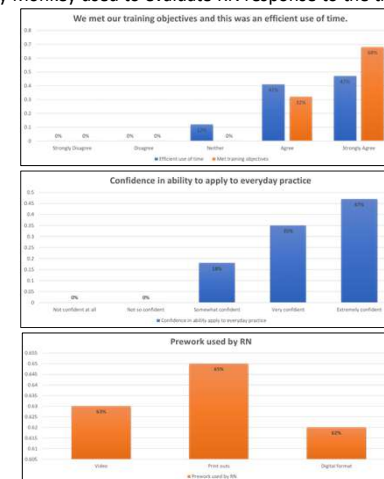


- RNs rising in clinical practice and leadership
- Engagement through slogan campaign to promote rooming in and volunteers for videos
- Leadership walking the walk
- Staff struggle with inclusive language but speak to an increased awareness of it

Results



- **December 2023 achieved 100% of RNs trained**
- Survey Monkey used to evaluate RN response to the training plan



Conclusion

- Tools and resources from **EMPower** in combination with asynchronous prework, segmented training, and RN participation was an effective and efficient method in training all RNs in the required skills for BFUSA 6th ed.

References:
 AWHONN. (2021). AWHONN Position Statement: Breastfeeding and the Use of Human Milk. JGIM, e1-e5.
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