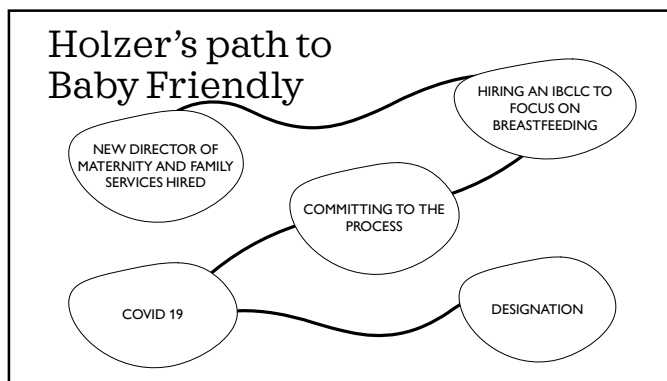




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Disclosures

Holzer

OHIO STATEWIDE BREASTFEEDING HOTLINE

- I am the only IBCLC at my hospital.
- I am the Secretary and the Librarian for the Appalachian Breastfeeding Network.
- I am the on call IBCLC for the 24-hour breastfeeding helpline.
- I manage the Breastfeeding text line 7 days a week from 8am-7pm eastern.
- I am a wife, a mother (of 1 son biologically) and 2 wonderful stepchildren along with our zoo of dogs and cats.
- All situations discussed, and opinions expressed are my own, based on my own experience.

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Holzer's Breastfeeding Rate Before Baby Friendly Hospital initiative implementation

Holzer

2014 Breastfeeding data collection

	# of live births	initiated breastfeeding	breastfeeding at discharge	exclusively breastfeeding at discharge	% of breastfeeding initiation	Baby Friendly exclusivity* (exclusive/initiation)	Joint Commission exclusivity (exclusive/all live births)
January	72	34	34	19	47.22%	55.88%	26.39%
February	58	21	21	11	36.21%	52.88%	18.97%
March	74	42	39	22	56.76%	52.38%	29.73%
April	57	29	29	14	50.88%	48.26%	24.56%
May	59	28	28	15	47.46%	53.57%	25.42%
June	60	40	39	17	66.67%	43.50%	29.70%
July	60	35	32	19	58.33%	54.29%	31.67%
August	70	41	40	18	58.57%	43.50%	22.71%
September	61	32	30	14	52.46%	43.75%	22.95%
October	55	27	25	13	49.09%	48.18%	23.64%
November	44	23	23	11	52.27%	44.09%	23.00%
December	61	33	30	19	54.10%	57.54%	31.15%
Total	747	387	370	189			
Average					52.53%	48.61%	26.05%

*Baby friendly exclusivity at this time only took into account any babies that initiated breastfeeding

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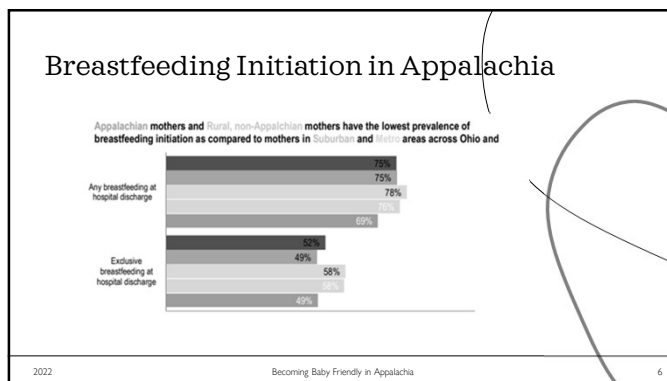
What is Baby Friendly

The **Baby Friendly Hospital Initiative (BFHI)** is a worldwide program of the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF), launched in 1992 in India.^{[1][2]} The initiative is a global effort that aims to improve the care of pregnant people, birthing persons and newborns at facilities that provide pregnancy services, in accordance with the International Code of Marketing of Breast-milk Substitutes.^[3]

THE TEN STEPS TO SUCCESSFUL BREASTFEEDING

1. Have a written breastfeeding policy that is routinely communicated to all health care staff
2. Train all health care staff in the skills necessary to implement this policy
3. Inform all pregnant women about the benefits and management of breastfeeding
4. Help mothers initiate breastfeeding within one hour of birth
5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants
6. Give infants no food or drink other than breast milk, unless medically indicated
7. Practice rooming-in: allow mothers and infants to remain together 24 hours a day
8. Encourage breastfeeding on demand
9. Give no pacifiers or artificial nipples to breastfeeding infants
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or birth center

3



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Some of the changes initiated

- Skin to skin after delivery
- Getting used to the IBCLC not being an RN
- Reinforcing that it's patient education, nothing is forced
- Baby Friendly training implemented (15 online modules, 5 in-person training hours with the IBCLC)
- Overhauling prenatal education, taking on clinic responsibilities

The 4-D Pathway to Baby-Friendly Designation

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Holzer's 2021 breastfeeding rates

	Number of						
	# of deliveries	# of live births	babies that initiated breastfeeding	babies exclusively breastfeeding at discharge	% of breastfeeding initiation	Baby Friendly exclusivity (exclusivity/initiation)	Joint Commission exclusivity (exclusivity/all live births)
January	35	33	34	17	64.15%	50.00%	32.00%
February	42	42	26	17	61.90%	49.38%	40.48%
March	61	61	41	26	68.85%	72.47%	49.18%
April	47	47	34	15	72.34%	44.12%	31.91%
May	51	50	31	15	62.00%	61.29%	38.00%
June	72	73	39	23	56.68%	65.16%	31.51%
July	54	56	30	14	53.57%	46.87%	25.00%
August	61	61	41	24	76.60%	72.34%	53.57%
September	59	59	32	19	54.24%	59.38%	32.20%
October	49	50	31	21	69.00%	63.04%	42.00%
November	40	38	29	13	73.68%	50.00%	28.95%
December	44	44	41	19	67.19%	64.18%	29.69%
Total	617	664	401	198	62.65%	58.93%	36.48%

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Holzer's award Timeline

The Road To Baby Friendly

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thank you

1. UNICEF. The Baby-Friendly Hospital Initiative. Accessed 19 October 2022.
2. World Health Organization. Baby-friendly Hospital Initiative. Accessed 19 October 2022.
3. UNICEF. Innocent Declaration on the Protection, Promotion and Support of Breastfeeding. Accessed 19 October 2022.
4. <https://ohrns.gov/press-releases/2019/04/10/ohrns-issues-2019-04-10>
5. 4-D Pathway to Baby-Friendly Designation online: [https://www.babyfriendlyusa.org/facilities/online-4-d-process/#lightbox\[0\]](https://www.babyfriendlyusa.org/facilities/online-4-d-process/#lightbox[0]) Accessed 19 October 2022.

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Pitfalls

- o IBCLC staffing based on the number of births annually only 1 FTE required
- o Only one responsible for implementing training and keeping track of who needs what and what needs to be done
- o Reviewing and rewriting old policies, and responsible for creating new policies
- o Cover ANY lactation situation (referrals to the pediatric clinic, breastfed babies on the pediatric unit consulted anytime anyone is admitted that is nursing a child anywhere in the hospital. Medication question, handling the distribution of and providing instruction on how to use the hospital grade pumps)
- o Issued insurance covered breast pumps through a 3rd party pump provider: approvals, discussion of pumps available, showing patients how to assemble and use, tips/tricks, stocking
- o In-person Childbirth and Breastfeeding classes
 - o Medical students
 - o OB Clinic appointments: prenatal and postpartum consults
 - o New employee orientation
 - o Majority of the population receives some sort of assistance: Medicaid, food stamps, WIC
 - o Staffs and providers lack of understanding
 - o Distance from knowledgeable providers (tongue and lip tie issues)

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