

## Increase Exclusive Breastmilk Feeding

### PLAN a change or improvement

#### The Problem

TJC Perinatal Core Measure beginning in 2010.

#### Aim/Goal

The goal of this Project is to increase number of infants who are exclusively breastfed.

#### Team

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### DO the improvement, make the change

#### The Interventions

What Changes did you make or plan to make?

Heart to Heart....the Place to Start – Skin to skin initiative in the Maternity Center.

Evidence from the American Academy of Pediatrics and the World Health Organization shows that infants receiving very early skin to skin care breastfeed 50% longer and that more infants receiving very early skin to skin care are breastfed exclusively. Begins February 14 2010. Measurement points to include: time of birth, time of first feeding, first delivery room temperature, baby temperature at two hours of life, time of first bath.

Lactation Education to night shift staff – Providing lactation consultant to round with the nurses for a limited time in the evening to teach and model techniques.

Evaluate breastfeeding effectiveness and use of breast pumps in the Maternity Center.

(Breast pumps are now available for rental in Maternity center)

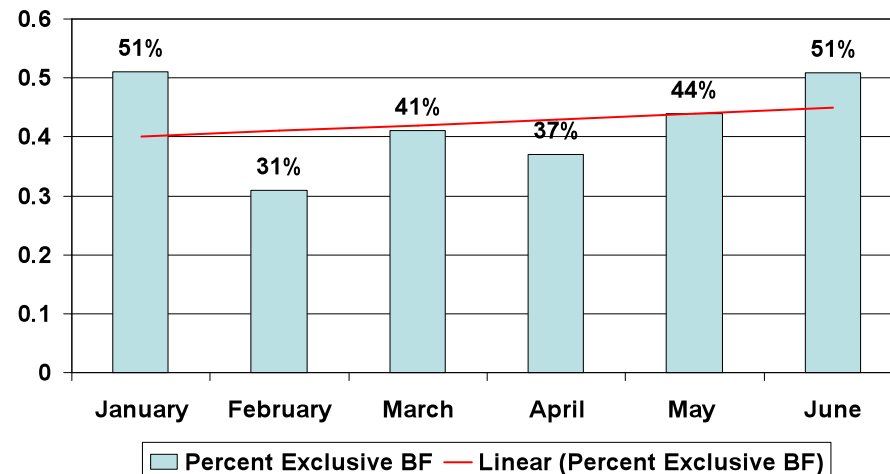
Development of problem solving algorithm for breastfeeding complications.\

(NICU Project completed)

Development of scripting for nurses to educate patient when faced with formula requests. (Scripting for heart to heart includes ways to present open attitude for mothers).

### STUDY the results and examine data

#### Graphs/Data



#### Lessons Learned

### ACT to sustain performance and spread change

#### Next Steps

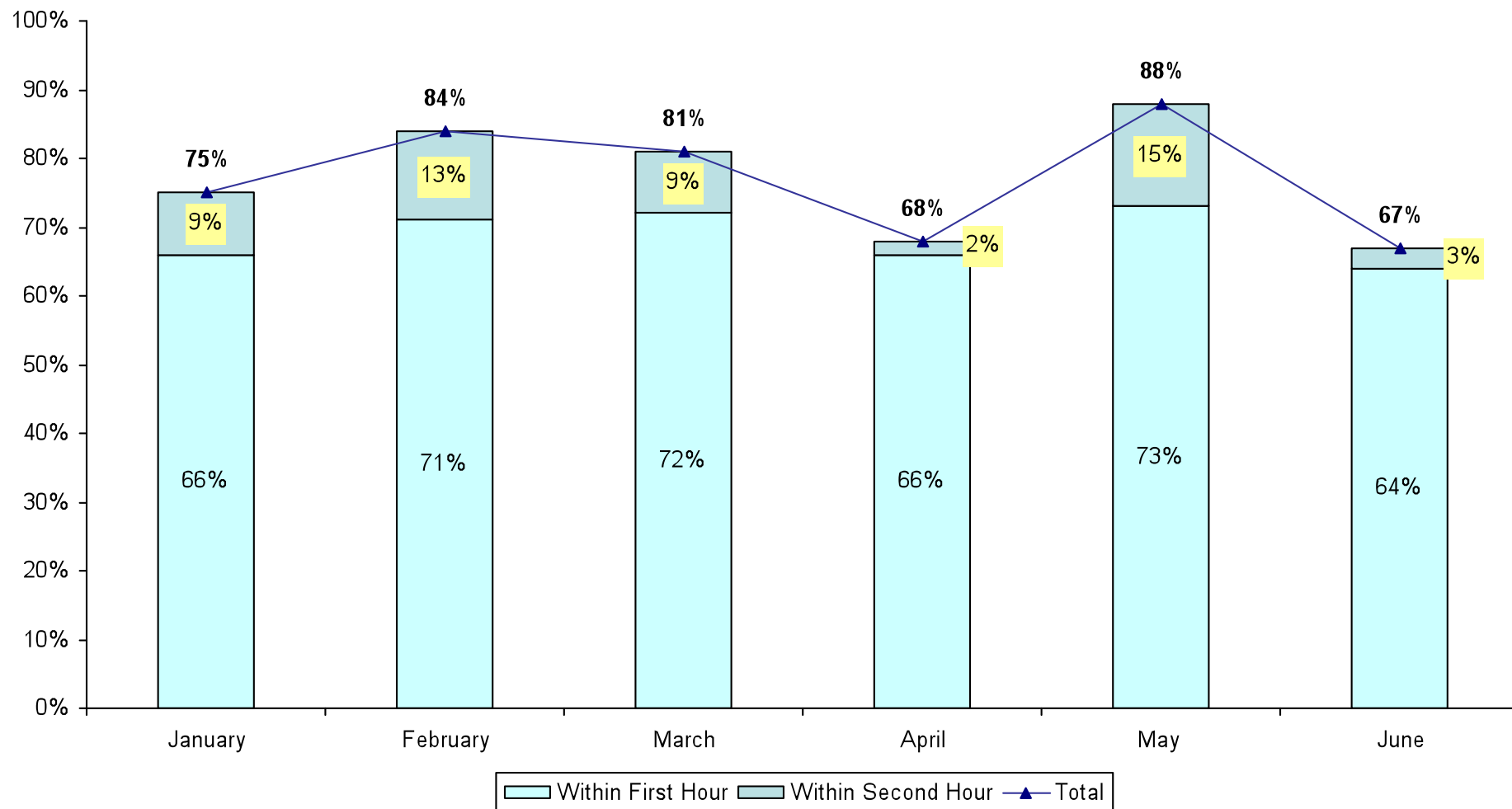
1. Gather baseline data on percentage of babies who do not receive formula supplementation. (done...one year of supplementation data 2009)
2. Facilitate and implement skin to skin as a routine practice in the Maternity Center. (6 months data)
3. Educate and ensure all baths delayed until at least six hours after birth. (Practice is in place, not formal data)
4. Develop and implement breastfeeding enhanced educational plan for staff, to include rounding opportunities. (Evenings and nights done)
5. Continue with current initiatives to support Maternity moms in lactation efforts. (in progress)

6 months of data analyzed:

Lessons learned:

1. Sample needs to be larger to avoid bias: Audits 3-4 times per week being done in July to increase sample size.
2. From 2009 data we see that initial improvements were weaker after 6 months so new energy will be applied to Heart to Heart for sustaining gains by increasing auditing for larger sample size, PDSA trials on delivery routines that increase immediate heart to heart and decrease interruptions in first 2 hours.
3. Breastfeeding in first 2 hours is almost equal to heart to heart sample size.

# Initial Breastfeeding in HTH Sample



# Other Data observed

- No low temperatures with new protocol
- Collection of data shows consistent reporting in sample from both day and night shifts
- Less maternal refusals in 2<sup>nd</sup> quarter
- Main interruption to heart to heart is for weight in first hour
- Exceptions are made for c/s, high risk situations