

Breastfeeding Improvement Project

CRMC aims to improve our Exclusive Breastfeeding Rates by:

- 1) Placing all babies skin-to-skin with mom immediately after birth, and leaving baby there for at least 60 minutes
- 2) Encourage breastfeeding in first hour of life
- 3) Provide education on benefits of breastfeeding/risks of formula feeding to all breastfeeding moms who request formula

Data collection beginning January 2017:

All babies who were breastfed that had any formula per mother's request

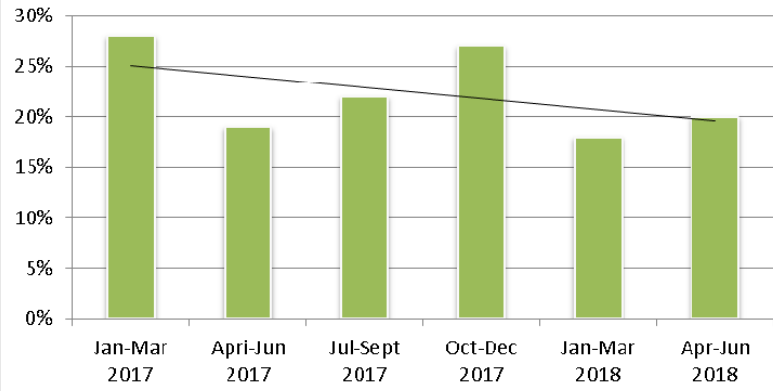
- Time moms requested formula
- Education provided when moms requested formula
- Skin to skin time immediately after birth
- Attempt to breastfeed in first hour of life
- How was the baby fed at discharge

Formula Requested by Mom

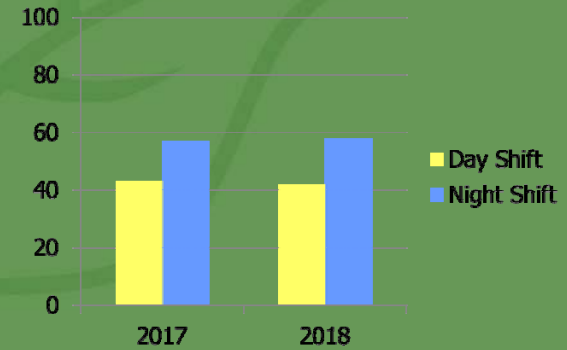
Reasons moms gave for requesting formula:

- Baby isn't getting enough
- Painful
- Not committed
- Too tired
- Family history

BF Moms Requesting Formula



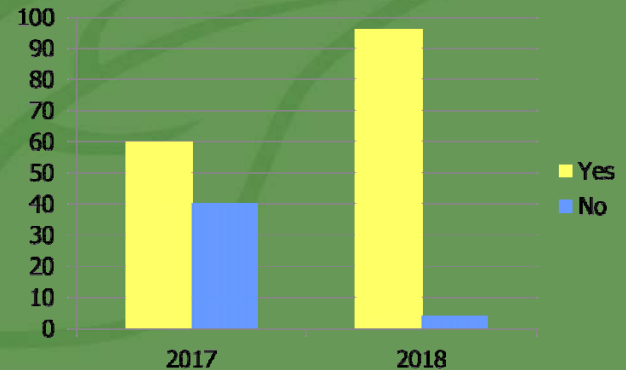
Time Formula was Requested



From Baby Friendly USA, Inc., 2010:

“Place babies in **skin-to-skin** contact with their mothers immediately following birth for at least an hour, and encourage mothers to recognize when their babies are ready to breastfeed, offering help if needed.”

Skin to Skin for at least 1 Hour?



How did we do it?



Baby's First Expectations



Babies are not helpless and they are born with some expectations. Right after birth, your baby wants to stay with you as long as possible. After he spends some time with his bare skin on your bare skin, getting used to breathing, hearing, and seeing, he will begin to think about his first meal. He can crawl or wiggle right up to your breast, find your nipple, latch on, and have a long nursing, with little or no help.

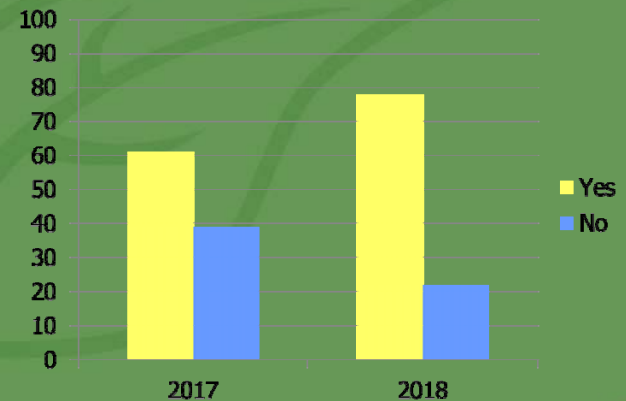
If your baby is taken from you for weighing, measuring, medications, or if you had medications in labor, he may not be able to complete those first activities as well. Breastfeeding works well under different kinds of birth circumstances but it is easier for both of you if your time together is unbroken.

Keeping your baby skin to skin with you will also make her happier. Your baby's temperature will be more stable, her heart rate, breathing rate and blood sugar will be more normal. She will be less likely to cry and is going to be more likely to exclusively breastfeed for a longer period of time.

World Health Organization

Early initiation of breastfeeding (in the first hour of life) increases the likelihood of exclusive breastfeeding for 1-4 months of life and increases the overall duration of breastfeeding.

Breastfed in First Hour of Life?



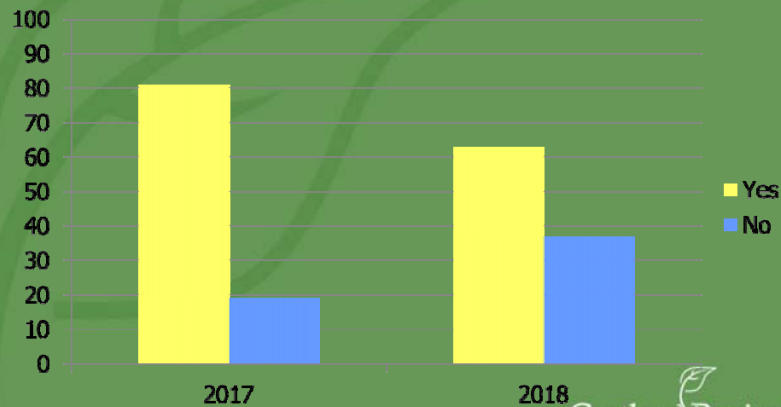
Here are some things to keep in mind:

- Keep your baby skin to skin with you for at least one hour or as long as possible
- Your baby will not be weighed and measured immediately after birth
- The eye medication, Vitamin K, and Hepatitis B vaccine may be administered while you are holding your baby
- Do not be concerned if your baby does not nurse right away
- Please ask for help; all of our nurses are knowledgeable about breastfeeding and we have certified lactation counselors on staff
- Enjoy your baby 😊

When BF mom requests formula,
nurses educate on:

Benefits of breastmilk
Risks of formula
Hand expression

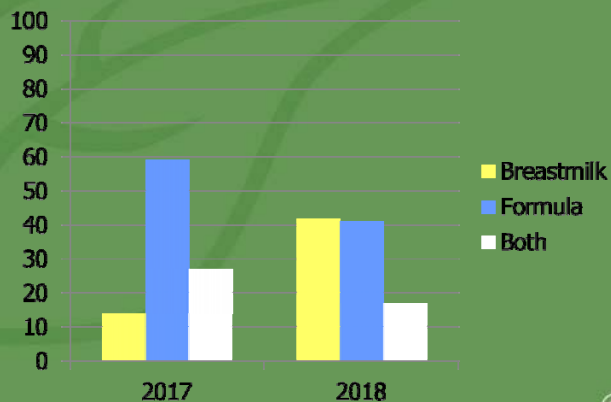
Was Education Provided?



How can we do better?

Documentation
Breastfeeding In-services
IBCLC/CLC visits

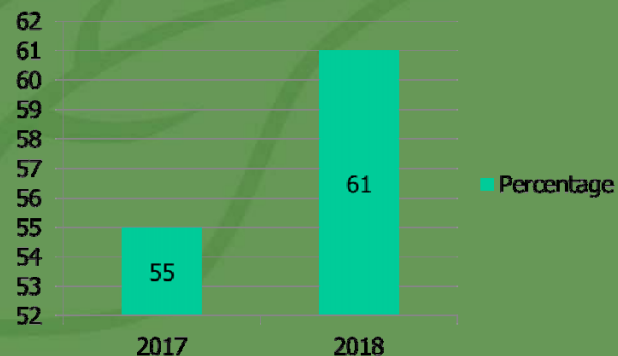
How are these babies being fed at Discharge?



Cortland Regional
MEDICAL CENTER

Exclusive Breastfeeding in CRMC

Exclusive BF Rates



Cortland Regional
MEDICAL CENTER

- Mandatory attendance at yearly in-service
- Update BF policy to align w/NYS DOH
- Many PDSA's
- Educate moms using "Breastfeeding – A Great Start" booklet
- Keep staff informed of our statistics
- 4 CLC's, 2 IBCLC's on staff
- Participated in Great Beginnings NY and NYS Breastfeeding Quality In Hospitals Collaboratives

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Thank You!

