A reason to celebrate: Breastfeeding success in Mississippi CHAMPS hospitals

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Background: Baby-Friendly Hospital Initiative and CHAMPS

• UNICEF/WHO launched BFHI in 1991
• BFHI recognizes high level, evidence-based support for breastfeeding and for maternity care practices
• ~450 US Baby-Friendly hospitals – 2 in MS (Forrest General and UMMC)
• BFHI in the US is administered by Baby-Friendly USA
• CHAMPS is a TA provider separate from WHO or BF USA
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.
Baby-Friendly USA's 4D Pathway

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

**Development**
- BFHI Work Plan

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

**Dissemination**
- Collect Data
- Train Staff

Bridge to Designation:
- Data Collection Plan
- Prenatal/Postpartum Teaching Plans
- Staff Training Plan

Hospital Breastfeeding Policy

BF Committee or Task Force

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Communities and Hospitals Advancing Maternity Practices (CHAMPS)

• A program of the Center for Health Equity, Education, and Research (CHEER) out of Boston Medical Center

• MS CHAMPS: Funded by the W.K. Kellogg Foundation and the Bower Foundation
CHAMPs in MS

- 2014-17: CHAMPS South (MS, NoLa, TX, TS)
- 2017-20: MS CHAMPS

- 2014-17: 18 MS hospitals “Wave 1”
- 2017-20: Currently 32 MS hospitals (including past 18) “Wave 2”
**MS CHAMPS Hospitals**

**Wave 1 Hospitals**
- Anderson Regional Medical Center
- Baptist Memorial Hospital- North Mississippi
- Baptist Memorial Hospital-Golden Triangle
- Baptist Memorial Hospital-Union County
- Greenwood-Leflore Hospital
- Hancock Medical Center
- King’s Daughters Medical Center
- Memorial Hospital at Gulfport
- Merit Health Batesville
- Merit Health River Region Hospital
- Merit Health Wesley
- Merit Health Woman’s Hospital
- Methodist Le Bonheur Healthcare-Olive Branch
- North Mississippi Medical Center-Tupelo
- North Mississippi Medical Center-West Point
- OCH Regional Medical Center
- South Sunflower County Hospital
- University of Mississippi Medical Center

**Wave 2 Hospitals**
- Bolivar Medical Center
- Highland Community Hospital
- Magnolia Regional Health Center
- Merit Health Biloxi
- Merit Health Central
- Merit Health Madison
- Merit Health Natchez
- Merit Health Northwest Mississippi
- Merit Health River Oaks
- Ocean Springs Hospital
- Rush Foundation Hospital
- Singing River Hospital
- Southwest Mississippi Regional Medical Center
- Wayne General Hospital
MS CHAMPS Wave 1: 2014-17

• Enrolled 18 MS hospitals (33 total in the South)
• All MS CHAMPS hospitals on Baby-Friendly USA’s BF pathway by Year 3
• Over 80% of ALL birthing hospitals in Mississippi now on Baby-Friendly pathway
• Forrest General and UMMC now designated!
## MS CHAMPS Wave 1 Hospital demographics

<table>
<thead>
<tr>
<th>Wave 1 MS Hospitals (N=18)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hospital Characteristics</strong></td>
</tr>
<tr>
<td>Births per hospital, mean (range)</td>
</tr>
<tr>
<td>Total # births/year</td>
</tr>
<tr>
<td>Affiliated prenatal clinics, n (%)</td>
</tr>
<tr>
<td>Has NICU, n (%)</td>
</tr>
<tr>
<td>Donor milk in NICU, n (%)</td>
</tr>
<tr>
<td><strong>Patient Characteristics</strong></td>
</tr>
<tr>
<td>WIC eligibility, mean (range)</td>
</tr>
<tr>
<td>Medicaid eligibility, mean (range)</td>
</tr>
</tbody>
</table>

![Pie chart showing patient demographics](chart.png)

- **White**: 49%
- **Black**: 44%
- **Hispanic**: 3%
- **Other**: 4%

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**CHAMPS**
COMMUNITIES AND HOSPITALS ADVANCING MATERNITY PRACTICES
MS CHAMPS Wave 1
BFHI 4-D pathway status

MS CHAMPS BFHI 4-D Pathway Status

Number of Hospitals

At Enrollment

End of Grant

Pre-Pathway with no BFHI Goal

Pre-Pathway with BFHI Goal

D1

D2

D3

D4

Designated
What does CHAMPS do?

- Wednesday Webinars in collaboration with MS DoH
- 4-hour hospital staff trainings/meet BF requirements
- Free and reduced 15 hour online course slots
- Hospital site visits
- Data collection, tracking, and feedback
- Workshops
- Technical assistance
- Mock surveys
What CHAMPS does
CHAMPS in the Community

• Community Transformer Work

<table>
<thead>
<tr>
<th>State</th>
<th>CTs Trained</th>
<th>Breastfeeding Clubs</th>
<th>Community Contacts*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mississippi</td>
<td>42</td>
<td>31</td>
<td>161</td>
</tr>
</tbody>
</table>

*refers to the number of individuals attending Breastfeeding Clubs (e.g. mothers, fathers, children). Individuals may have attended multiple clubs.

• Established the first MS Baby Café in Greenville

• Since then, 3 other Baby Cafés have been established:
  1. Brookhaven Library
  2. Kings Daughters Medical Center in Brookhaven, MS
  3. Merit Health Northwest Mississippi in Clarksdale, MS
MS CHAMPS data

- Work with hospitals to define terms
- Hospitals collect conglomerate, deidentified data
- Data also collected by race
- Hospitals submit percentages monthly via online portal
- CHAMPS collects and tracks data
- CHAMPS feeds back data quarterly in chart form to hospitals for sharing with their staff/task force
- CHAMPS tracks overall project data
MS Sites: Breastfeeding initiation

Average Breastfeeding Initiation Rate

Data Collection Month

- All
- Black
- White

MS sites: Exclusive breastfeeding

**Data Collection Month**

- **All**
- **Black**
- **White**

Average Breastfeeding Exclusivity Rate

- Jan-15: 8%
- Mar-15: 18%
- May-15: 26%
- Jul-15: 50%
- Sep-15: 40%
- Nov-15: 33%
- Jan-16: 20%
- Mar-16: 14%
- May-16: 10%
- Jul-16: 8%
- Sep-16: 10%
- Nov-16: 14%
- Jan-17: 20%
- Mar-17: 33%
- May-17: 50%
- Jul-17: 50%
MS Sites: Skin-to-skin post vaginal birth

Average Skin-to-Skin Rate for Vaginal Births

Data Collection Month

- All
- Black
- White


- 23%
- 19%
- 13%
- 75%
- 74%

Source: CHAMPS
MS Sites: Skin-to-skin post cesarean birth

Average Skin-to-Skin Rate for Cesarean Births

Data Collection Month

- All
- Black
- White

Source: CHAMPS
MS sites: Rooming-in

Data Collection Month

- All
- Black
- White
## Modeled results

### Relationship Between Practices and Breastfeeding: Stratified by Race/Ethnicity

<table>
<thead>
<tr>
<th>Practice</th>
<th>All Dyads</th>
<th>Black Dyads</th>
<th>Hispanic Dyads</th>
<th>White Dyads</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Risk Ratio</td>
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<td>Risk Ratio</td>
</tr>
<tr>
<td></td>
<td>95% CI</td>
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<td>95% CI</td>
<td>95% CI</td>
</tr>
<tr>
<td>Skin-to-Skin Vaginal</td>
<td>1.10</td>
<td>1.13</td>
<td>1.25</td>
<td>1.05</td>
</tr>
<tr>
<td></td>
<td>(1.04 to 1.16)</td>
<td>(0.99 to 1.28)</td>
<td>(1.09 to 1.43)</td>
<td>(0.98 to 1.12)</td>
</tr>
<tr>
<td>Skin-to-Skin C-Section</td>
<td>1.16</td>
<td>1.39</td>
<td>1.19</td>
<td>1.06</td>
</tr>
<tr>
<td></td>
<td>(1.09 to 1.23)</td>
<td>(1.26 to 1.54)</td>
<td>(1.07 to 1.33)</td>
<td>(0.99 to 1.14)</td>
</tr>
<tr>
<td>Rooming In</td>
<td>1.09</td>
<td>1.15</td>
<td>1.01</td>
<td>1.08</td>
</tr>
<tr>
<td></td>
<td>(1.01 to 1.17)</td>
<td>(0.99 to 1.34)</td>
<td>(0.91 to 1.12)</td>
<td>(0.97 to 1.19)</td>
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</table>
# Modeled results

## Relationship Between Practices and Exclusive Breastfeeding: Stratified by Race/Ethnicity

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</tr>
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<tbody>
<tr>
<td>Skin-to-Skin Vaginal</td>
<td>Risk Ratio 1.17, 95% CI (1.06 to 1.29)</td>
<td>Risk Ratio 1.20, 95% CI (0.93 to 1.56)</td>
<td>Risk Ratio 1.40, 95% CI (0.91 to 2.16)</td>
<td>Risk Ratio 1.17, 95% CI (0.95 to 1.44)</td>
</tr>
<tr>
<td>Skin-to-Skin C-Section</td>
<td>Risk Ratio 1.22, 95% CI (1.1 to 1.36)</td>
<td>Risk Ratio 1.69, 95% CI (1.34 to 2.13)</td>
<td>Risk Ratio 1.54, 95% CI (1.21 to 1.97)</td>
<td>Risk Ratio 1.10, 95% CI (1 to 1.21)</td>
</tr>
<tr>
<td>Rooming In</td>
<td>Risk Ratio 1.12, 95% CI (1.01 to 1.23)</td>
<td>Risk Ratio 1.58, 95% CI (1.15 to 2.17)</td>
<td>Risk Ratio 1.21, 95% CI (0.8 to 1.82)</td>
<td>Risk Ratio 1.13, 95% CI (0.99 to 1.28)</td>
</tr>
</tbody>
</table>
MS CHAMPS Wave 1 hospitals: A Baby-Friendly goal?

All MS CHAMPS Wave 2 hospitals enrolled with a Baby-Friendly goal!
MS CHAMPS Wave 2 (2017-2020)

• 14 new hospitals – and counting.....

• September 2017
  • Sept 25th & 26th: (3) 4-hour Clinician Trainings at Merit Health Biloxi for Gulf Area hospitals
  • Sept 25th & 26th: Community Transformer Training (Jackson, MS)
  • Sept 28th: Mississippi CHAMPS Conference for new and interested hospitals (Flowood, MS)
MS CHAMPS Wave 2 (2017-2020)

• November 2017
  • Nov 6\textsuperscript{th}-8\textsuperscript{th}: 15-hour Clinician Training, Memorial Hospital at Gulfport
  • Nov 30\textsuperscript{th}: (2) 4-hour Clinician Training, Rush Foundation Hospital

• December 2017
  • Dec 7\textsuperscript{th}: (2) 4-hour Clinician Training at Merit Health Natchez

• January 2018
  • Jan 15\textsuperscript{th} & 16\textsuperscript{th}: (2) 4-hour Clinician Training at Magnolia

• April 2018
  • MS CHAMPS Conference (Biloxi, MS)
  • Achieving Health Equity through Breastfeeding Conference
Interested?

• Please see Anne to sign up!
• Check out the Mississippi CHAMPS page of our website www.cheerequity.org