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The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose

Using mPINC
(Maternity Practices in Infant Nutrition and Care) survey results as a catalyst for change

- State Breastfeeding Coordinator to lead initiative (1/08)
- 1 on 1 hospital visits (1/4 visited)
- Small group regional trainings offered (3 CEU's)
- Monthly newsletter with continuous mPINC topics



- Labor intensive/expensive approach
- Not talking to the right people. Lactation staff not decision makers
- Routinely asked to speak to their bosses
- Universal question was always “What are the other hospitals doing and how are they doing it?”

- Find a way to:
- Speak to policy makers
 - Create a top down initiative
 - Get more “bang-for-our-buck”
 - Bring hospitals together to talk, listen and problem solve
 - Capitalize on competitive hospital environment
 - Model a collaborative approach
 - Jump start this initiative in a high profile way

- Received information regarding Massachusetts Summit
- Funding from State CDC/DNPAO
- Indiana Perinatal Network provides perfect point of collaboration

Just the **“front door”** initiative we were looking for

- Partnerships formed with:
 - Indiana Hospital Association
 - Indiana State Department of Health
 - Community Breastfeeding Coalitions and others...



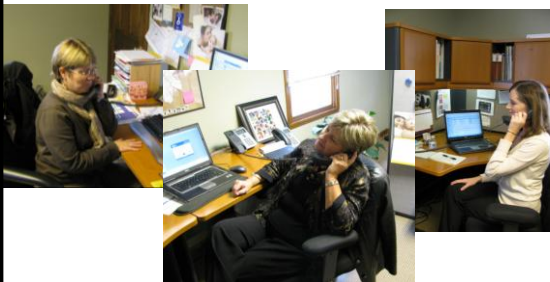
Indiana Hospital Association

Perinatal Hospital Summit



- 7 Hour format
 - facts in the morning
 - Town Hall forums in the afternoon
 - Hospitals separated by # of births
- Tool kits developed to distribute

Linking Science with Practice



- Title of Conference very deliberate
 - Desire to be seen as collaborative with other Perinatal issues
 - Neutral title to get people in the door
- Multifaceted outreach to get large number of hospitals to the table
 - Utilized mail, email, direct contact
 - Dialogue coming from all collaborators
- Paid lodging over 2 hours

Some unexpected lessons learned

- Realized we could build on relationships from previous work and network of coalitions
- Identified leadership in all hospitals
- Started a dialogue where there was none before
- Convened first face to face meeting of all delivering hospitals in Indiana
- Identified 2 hospitals no longer delivering

Evidence for change is in the numbers

95% of hospitals attended
99% of all births in IN represented

With these numbers of people hearing the same message the odds for change are greatly increased

Results

On a scale of 1 to 5, our AVERAGE scores were...

- (4.7) Summit provided a clearer understanding of mPINC
- (4.9) thought it important to improve hospital breastfeeding practices
- (4.7) Summit attendance will improve care at their hospital
- (4.9+) important to convene a Summit next year to follow progress

(108 respondents, 5= strongly agree)

Best part of Summit

- Networking-Sharing best practices(56)
- CDC Presentation (18)
- Toolkit (14)
- Quality of presentations/National speakers(5)
- Develop Listserv of documents, data, state mPINC results & other benchmark data (3)

(108 respondents)

Final Comments

- It was all great (8)
 - Wonderful event (32)
 - Thank you! (16)
- (108 respondents)

‘Great to have so many united together for the same cause’



Follow up: A work in progress

- 27 of 95 Delivering hospitals requested individual mPINC assistance
- Continuing relationship with follow up surveys/emails
- Ongoing hospital visits
- Support from State Breastfeeding Coordinator always available
- Monthly breastfeeding newsletter features variety of mPINC topics
- Summit 2011 in the works

Some early results

- Promotion of Lactation Consultant to Coordinator of Lactation Services
- 1 Taskforce put together
- A few planning/summary meetings
- Lots of phone calls with questions about staffing hours

Success strategies

- Time spent building relationships is key
- Personalized touch greatly improved attendance
- Reaching out to people in many ways, many times over
- If it is worth having the event it is worth putting the time in to make sure it is well attended

Still Early But...

- By all accounts a hospital group event seems to be an efficient and worthwhile way to reach hospitals
- This is not a one size fits all endeavor

