

CGBI BREASTFEEDING INITIATIVES

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UNC
GILLINGS SCHOOL OF
GLOBAL PUBLIC HEALTH



CAROLINA GLOBAL
BREASTFEEDING INSTITUTE
Department of
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Presenter Disclosures

Catherine Sullivan

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

No Relationships to Disclose



Carolina Global Breastfeeding Institute breastfeeding.unc.edu

- Research, Training, Service
- Focus on the 3B's: Birth Practices, Birth Spacing, Breastfeeding
- Major Projects
 - Breastfeeding Friendly Child Care
 - Ready, Set, Baby Prenatal Curriculum
 - **National Collaborative for Advancing the Ten Steps**
 - National Collaborative for Advancing BF Child Care
 - Mary Rose Tully Training Initiative
 - John Rex Grant-Messaging/Outreach
 - **EMPower Breastfeeding**
 - PCORI 4th Trimester



National Collaborative for Advancing the *Ten Steps* (NCATS)

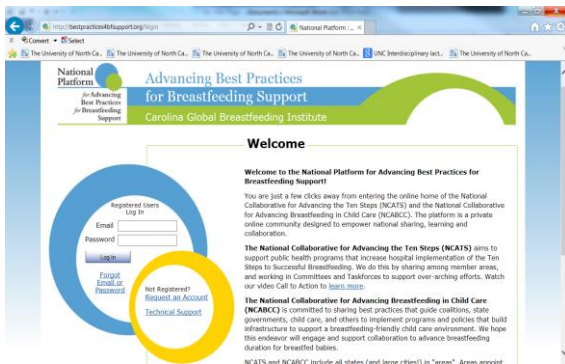


Purpose of the NCATS

- Define the best practices for state/MSA-level programs
- Advance adherence to the *Ten Steps*
- Increase the number and quality of studies
- Create opportunities for sharing of materials/ideas



Portal Welcome Page



What is the EMPOWER initiative?

- **EMPower Breastfeeding: *Enhancing Maternity Practices (EMPower)*** is a multi-year initiative funded by CDC/DNPAO to support hospital-based quality improvement focusing on maternity practices leading to Baby-Friendly USA® Designation.
- The initiative is based on the *Ten Steps to Successful Breastfeeding*, as defined by the World Health Organization (WHO) and UNICEF.

EMPowerbreastfeeding.org



We seek to...

- Empower mothers and families
- Empower healthcare providers
- Empower administrators
- Empower systems
- Empower communities
- Empower Breastfeeding!



EMPower Breastfeeding Core Team

- Abt Associates
- Carolina Global Breastfeeding Institute (CGBI)
- Center for Public Health Quality (CPHQ)

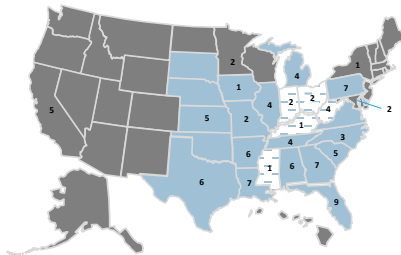


State-Level Recognition for Ten Steps

- The EMPower Breastfeeding Initiative is designed to complement any state programs that recognize progress toward achievement of the *Ten Steps*



Hospital Selection by State





Year 1 Accomplishments

- Hiring and training of all coaches and MD Champions
- Development of a Hospital Action Planning guide
- Creation of visit materials/measure/monitoring tools
- 63 hospital visits conducted by 9/11/15
- All hospital webinars
- Platform
- Collaboration with new and old partners

