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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  
brastfeeding.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
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
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)
Carolina Global Breastfeeding Institute

The Carolina Global Breastfeeding Institute’s vision is a world in which all mothers will be enabled to give every child the best start in life through optimal breastfeeding and related reproductive health including adequate birth spacing and healthy birth practices.

- History and experience in the development and assessment of the impact of the Ten Steps to Successful Breastfeeding
- Experience providing evaluation and technical assistance on the Ten Steps and related issues:
  - Breastfeeding-Friendly Healthcare (BFHC) Project
  - NC Maternity Center Breastfeeding-Friendly Designation
  - National Collaborative for Advancing the Ten Steps
  - W.K. Kellogg First Food Field Builder
  - Research on the impact of individual steps
- **ROLE:** Serve as breastfeeding experts for the EMPower initiative.

breastfeeding.unc.edu

Overall Approach

- Offer breastfeeding (BF) and quality improvement (QI) technical assistance tailored to each hospital.
- BF/QI coaches assigned to each hospital throughout the designation process.
- Share costs with hospitals for trainings and select BFUSA designation fees.
- Implement rigorous evaluation design and ongoing monitoring for continuous quality improvement.

Costs and Benefits to Participation

<table>
<thead>
<tr>
<th>Phase</th>
<th>Timing</th>
<th>Hospital Cost/Requirement</th>
<th>Hospital Benefit/Assistance</th>
<th>Disincentive if Phase is Not Achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Meetings</td>
<td>Ongoing</td>
<td>Travel/per diem for a team of 2-4 for up to 2 regional meetings</td>
<td>Cover meeting costs, ongoing training and technical assistance</td>
<td>None</td>
</tr>
<tr>
<td>D1 - Discovery</td>
<td>Month 0-2</td>
<td>No Cost</td>
<td>Register with Baby-Friendly USA, complete all required paperwork</td>
<td>No fee</td>
</tr>
<tr>
<td>D2 - Development</td>
<td>Month 3-6</td>
<td>Pay fee: $2,800-$3,600</td>
<td>Meet D2 requirements</td>
<td>Tailored technical assistance</td>
</tr>
<tr>
<td>D3 - Dissemination</td>
<td>Month 7-17</td>
<td>Meet D3 requirements, Cost-sharing Training</td>
<td>D3 fee paid by Abt</td>
<td>Tailored technical assistance</td>
</tr>
<tr>
<td>D4 - Designation</td>
<td>Month 18-30</td>
<td>Meet D4 requirements, Cover costs of assessment team travel/per diem</td>
<td>D4 fee paid by Abt, On-site technical assistance</td>
<td>D4 fee paid by Abt</td>
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</tbody>
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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