

## **mPINC Benchmark Reports**

The mPINC Benchmark Reports provide hospital administrators and medical and nursing management staff the data and scientific rationale for each practice and policy area covered in the mPINC survey. CDC provides this report so facility leadership may better identify, understand, and take action on their individual facilities' priority areas.

The mPINC Benchmark Report is a highly targeted publication designed to specifically to:

1. Communicate directly with the hospital personnel most able to influence hospital practices and policies;
2. Address specific barriers to evidence-based maternity care related to breastfeeding in an objective, evidence-based, and positive manner; and
3. Increase prevalence of hospital practices and policies that are positively associated with improved breastfeeding outcomes.

The structure, framing, and distribution of the Reports reflect extensive formative research and diverse input from experts in medical care, hospital systems, program evaluation, and health promotion, communication, and policy.

CDC created and distributed 15,858 copies of 2,960 unique mPINC Benchmark Reports among respondent facilities. Because of the nature of hospital versus birth center care and personnel, the list of recipients differed slightly for hospitals versus free-standing birth centers.

### **Hospitals (2549 facilities):**

- Survey Respondent
- Hospital Administrator/CEO
- Quality Improvement Director
- Obstetrics Medical Director
- Pediatrics Medical Director
- Mother Baby Nurse Manager

### **Free-standing birth centers (141 facilities):**

- Survey Respondent
- Birth Center Owner
- Medical Director
- Head Nurse