

CDC Study Describes the Hawaii State Health Department's Role in Supporting Breastfeeding

What is the Baby Friendly Hawaii Project?

In 2010, the Hawaii State Department of Health's Healthy Hawaii Initiative launched the evidence-based Baby-Friendly Hawaii Project (BFHP). This project aimed to increase the number of hospitals in the state that provide maternity care consistent with the [Ten Steps to Successful Breastfeeding](#), and increase the rate of women who breastfeed exclusively throughout their hospital stay.

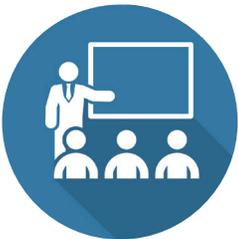
What was the purpose of the study?

The study examined BFHP's final evaluation report and Hawaii breastfeeding and maternity care data to identify the role of BFHP in facilitating improvements in maternity care practices and breastfeeding rates.

What did the study find?

During the project period both hospital practices supportive of breastfeeding as well as breastfeeding rates improved in Hawaii. Hawaii's total Maternity Practices in Infant Nutrition and Care score increased from 65 (out of 100) in 2009 to 76 in 2011, and to 80 in 2013.¹ Exclusive breastfeeding increased by almost 20%² in 5 years. The BFHP may have contributed to these improvements.

The analysis also found that BFHP engaged in several of the following key activities to improve maternity care practices.



Provided Training and Technical Assistance

The BFHP provided trainings, such as the Learn to Teach the 20-hour course, Nurturing in a Nutshell, and train-the-trainer workshops. The project also provided technical assistance through ongoing conversations with hospitals to discuss current practices, training needs, and priorities.



Used Data to Monitor Progress

The BFHP used data from two statewide surveillance systems to monitor changes in maternity care practices and breastfeeding outcomes during the project period.



Identified Hospital Staff to Serve as Champions

Each BFHP hospital was required to identify staff to serve as "champions." Selected champions were designated as trainers and participated in the train-the-trainer workshops. Champions went on to train staff at their respective hospitals and had the opportunity to influence and improve hospital practice and policy.



Promoted Program Sustainability

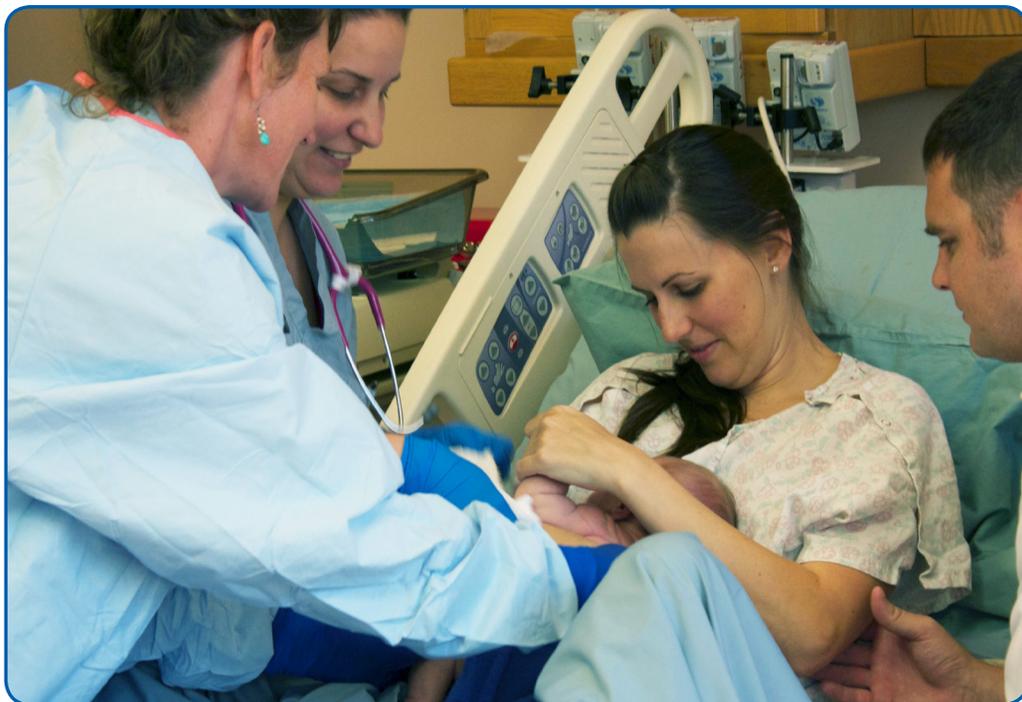
To promote program sustainability, BFHP focused on putting into action breastfeeding hospital policies. As staff change, having a written breastfeeding policy can help continue improvements made through programs such as BFHP.

What can state health departments do?

- Consider implementing some of the activities listed in this fact sheet and the study.
- Apply guidance outlined by [the CDC Guide to Strategies to Support Breastfeeding Mothers and Babies](#) when supporting future state efforts to improve breastfeeding.
- Identify the unique role of the state health department in facilitating improvements in maternity care practices and breastfeeding rates.

Where can I find more information about the study?

“Key Program Findings and Insights from the Baby-Friendly Hawaii Project” is found in the *Journal of Human Lactation*.³



¹Centers for Disease Control and Prevention. Maternity Practices in Infant Nutrition and Care (mPINC) Survey website. <http://www.cdc.gov/breastfeeding/data/mpinc>. Accessed December 13, 2016.

²Hayes D. Newborn Metabolic Screening Breastfeeding Data Request, 2009-2014. Honolulu, HI: Hawaii Department of Health, Newborn Metabolic Screening Program; 2015.

³Kahin S, McGurk M, Hansen-Smith H, West M, Li R, Lopez Melcher C. Key program findings and insights from the Baby-Friendly Hawaii project. *J Hum Lact*. 2016; In Press.