

State Health Department Works to Improve Maternity Care Practices in Hawaii.

by: Kimberly Lane

SUMMARY

In 2010, the Hawaii State Department of Health's Healthy Hawaii Initiative launched the Baby-Friendly Hawaii Project (BFHP). The BFHP is based on the Ten Steps to Successful Breastfeeding (Ten Steps). The BFHP aims to increase the number of hospitals providing maternity care consistent with the Ten Steps and the rate of women who breastfeed exclusively throughout their hospital stay. During the BFHP project period, supportive breastfeeding practices and breastfeeding rates improved in Hawaii. Exclusive breastfeeding increased by almost 20%.



CHALLENGE

Breastfeeding is the best method for infant feeding. In the United States, 81% of mothers initiate breastfeeding; however, only 44% and 22% of mothers are exclusively breastfeeding at 3 and 6 months, respectively. Hospital maternity care practices can affect initiation and duration of breastfeeding among new mothers. In 2009, Hawaii scored 65 (out of 100) on the Centers for Disease Control and Prevention's (CDC) national survey of Maternity Practices in Infant

Nutrition and Care (mPINC). Developed in 2007, mPINC is a hospital self-reported survey that monitors breastfeeding associated maternity practices among all US birthing facilities. Hawaii's 2009 detailed state report found that hospitals needed improvements in areas such as comprehensive breastfeeding policies and staff competency for breastfeeding support.

YOUR INVOLVEMENT IS KEY

To learn more about the BHFP, visit <http://health.hawaii.gov/physical-activity-nutrition/home/breastfeeding-baby-friendly-hawaii-project/>

This project was funded by CDC through the Communities Putting Prevention to Work (CPPW) initiative and the Hawaii Department of Health's Healthy Hawaii Initiative Tobacco Settlement Special Fund.

"The Hawaii Department of Health has shown ongoing commitment to engage all of the birthing hospitals in Hawaii. By helping these hospitals implement the 10-Steps to Baby-Friendly, the hospital environments have changed as shown in the outcome data."

- Carolyn Lopez Melcher, MPH, BSN, RN, Project Consultant, Baby Friendly Hawaii Project

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SOLUTION

To increase the rate of newborns who breastfeed exclusively throughout their hospital stay, BFHP was implemented in all 11 birthing hospitals in Hawaii. The BFHP implemented evidenced-based strategies as outlined in the Ten Steps by providing ongoing technical assistance, staff training, capacity building, assessment of maternity practices, and monitoring of progress. The BFHP worked with hospitals to identify staff to serve as “champions” during the project. Selected champions were designated as trainers and went on to train staff at their respective hospitals and had the opportunity to influence hospital practices and policies.

RESULTS

All 11 maternity hospitals in Hawaii participated in the BFHP. In conjunction with BFHP implementation, Hawaii’s Maternity Practices in Infant Nutrition and Care (mPINC) score increased from 65 (out of 100) in 2009 to 76 in 2011 to 80 in 2013 and 2015. Newborn Screening Data also showed an increase in statewide exclusive breastfeeding from 59.7% in 2009 to 77.0% in 2014. The BFHP provided 58 trainings, 52 hospital site visits, and ongoing technical assistance during the project period. As a result, over 750 staff and health professionals from BFHP hospitals were trained.

Since BFHP implementation, three Hawaii hospitals have received international Baby-Friendly Hospital Designation. This designation recognizes hospitals and birthing centers that offer an optimal level of care for infant feeding and mother–baby bonding.

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Contact CDC

<http://www.cdc.gov/cdc-info/requestform.html>

Web site

<http://nccd.cdc.gov/nccdsuccessstories/>

The findings and conclusions in this success story are those of the author(s) and do not necessarily represent the official position of the funding agencies or the Centers for Disease Control and Prevention (CDC).

SUSTAINING SUCCESS

To promote program sustainability, the BFHP encourages the development of breastfeeding hospital policies. Written breastfeeding policy can help continue improvements made through programs such as BFHP. The Hawaii State Department of Health has also committed state resources and continued the project since the end of the CPPW funding.

National Center for Chronic Disease Prevention and Health Promotion
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