

Community Transformation Grant Baby-Friendly Hospital Initiative

As part of an effort to achieve the 2016 CTG goal of a 5% reduction in obesity and 5% reductions in death and disability related to tobacco use and heart disease, The Nutrition and Physical Activity Program (NAPA) will support 10 Hospitals throughout Montana currently delivering babies, to assess and adapt their current maternity care policies/practices in order to earn Baby-Friendly Hospital Certification, by Baby-Friendly USA.

Approximately 12,300 babies are born in the State of Montana each year. Breastfeeding is a highly effective measure for preventing a number of chronic diseases and obesity in both children and mothers. The hospital period is critical for mothers and babies to learn how to breastfeed and improved maternity care policies are an integral part of the process. In Montana, breastfeeding discharge rates are 79.4% and exclusive breastfeeding rates at 6 months are 23.0%. It has been found that institutional changes in maternity care practices effectively increased breastfeeding initiation, exclusivity and duration rates, specifically through a designated Baby-Friendly Hospital.

The 4-D Pathway to Baby-Friendly Designation consists of four phases which include Discovery, Development, Dissemination, and Designation. The Discovery Phase will be completed by the 6 funded hospitals during year one. The most integral part of this phase will be the completion of the self-appraisal tool. This tool will serve as a needs assessment for mapping out the work plan to becoming a Baby-Friendly Certified Hospital. Once the Discovery Phase is complete, hospitals will be able to work on the subsequent phases necessary to receiving the Baby-Friendly designation.

Project Aims	Increase the number of Montana hospitals with a Baby-Friendly designation, which in turn will increase discharge and exclusive breastfeeding rates throughout the state.
Project Description	Provide resource and collaboration opportunities along with incentives and technical assistance to Montana hospitals currently delivering babies to become a Baby-Friendly Certified hospital.
Current Stakeholders	<ul style="list-style-type: none"> • Livingston Healthcare (Livingston) • St Peter's Hospital (Helena) • Community Medical Center (Missoula) • St. John Lutheran's Hospital (Libby) • Barrett Hospital (Dillon) • Glendive Medical Center (Glendive)
Measuring Success	By September 29, 2016, increase from 1 to 10 the number of hospitals that meet five of the 10 steps of the 4-D Pathway to Baby-Friendly Designation. (Data Source: Montana NAPA Program Data)
Accomplishments	Six hospitals have been selected for in year 1 and site visits with these hospitals have been completed. Deliverables for the first payment have been met by all hospitals. (e.g., self-appraisal of current maternity care practices; leadership commitment, and verification that needed hospital data has been located and/or delivered where needed for tracking).
Challenges	Ensuring all hospital teams are receiving technical assistance, learning opportunities and resources that are needed, as they have different levels of capacity and barriers to work through within the ten step process.
Next Steps	Hold Breastfeeding Collaborative for all hospitals September 25 th and 26 th 2012. Register all six hospitals with Baby-Friendly USA. Add four more hospitals to the project in Year 2.

For more information, contact:

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