**West Virginia Perinatal Summit**

**Catalyzing Change:**

***The CHAMPS National Initiative in West Virginia***

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**Disclosures:**

* Mississippi CHAMPS trainer and hospital coach
* CHAMPS National trainer and hospital coach
* Project Director, *WIC Breastfeeding Curriculum*

**Objectives:**

1. Identify inequities in breastfeeding support among underserved populations.
2. Describe CHAMPS National approaches for reducing disparities within hospital maternity care practices and breastfeeding rates.
3. Name ways targeted data collection can assist in implementing practice changes to improve breastfeeding rates.

**Breastfeeding Matters!**

* The perfect food for newborns - specifically designed for the growth and development needs of human babies and tailored to the unique needs of each individual baby.
* Perfect nutrition...and medicine for the newborn, with living cells and infection-fighting ingredients to protect the infant from illness and disease.
* More than 100,000 constituents that work together to influence growth, development, and immune status of the infant.
* Infant thymus (central organ to the immune system) is significantly larger than the thymus of formula-fed infants

**When Low-Income Parents Begin Supplementing**

* Supplementing often begins in the hospital and the early days postpartum. By 2 weeks, half of WIC infants are already receiving formula. Most began supplementing by day 5.
* Reasons vary and include such factors as:
* Returning to work or school
* Worries about milk production
* Lack of understanding how the body works to make milk
* Not understanding or misinterpreting their baby’s behaviors
* Medical conditions (e.g., maternal insufficient glandular tissue or infant weight issues)
* Inequities among underserved populations

[*USDA WIC Infant and Toddler Feeding Practices Survey, 2016*]

**Cathy’s Definition of “Informed Decision-Making”**

* WHY…breastfeeding is important for both infant and maternal health
* HOW…to make it work, and how to fit it into the parent’s life
* WHAT…to expect (e.g., feeding frequency, cluster feeding, growth spurts, etc.)
* WHERE…to get support at the hospital and in the community post-discharge

**Key Hospital Practices that Make a Difference**

* Prenatal education (Step 3)
* Skin-to-Skin Care (Step 4)
* Breastfeeding technique (position/latch) (Step 5)
* Rooming-in (Step 7)
* Avoiding formula and artificial nipples (Steps 6 and 9)
* Discharge education and support (Step 10)

**Mississippi CHAMPS**

* Community engagement and partnership building
* Training
* One-on-one coaching and step-by-step navigation through the 10 Steps and Baby-Friendly process
* Data collection to identify breastfeeding gaps and disparities and inform practice changes
* Successes
	+ 0 to 30 of state’s 39 delivering hospitals now designated Baby-Friendly
	+ 88% of Mississippi infants now born in a Baby-Friendly hospital
	+ Increases in initiation and exclusivity rates – especially in W.K. Kellogg’s “areas of interest” (areas with high infant mortality and poverty rates)
	+ Narrowing the gap in disparities
	+ Dramatic improvements in maternity care practices

**CHAMPS National Initiative in West Virginia**

* Funded through a cooperative agreement with the Centers for Disease Control and Prevention
* Project goals:
* Increase breastfeeding rates (especially exclusive rates)
* Decrease disparities
* Implementation of the *Ten Steps to Successful Breastfeeding*
* 100 hospitals enrolled (including 7 West Virginia hospitals)
* Cabell Huntington
* Charles Area Medical Center
* WVU Medicine Camden-Clark
* WVU Medicine Children’s
* WVU Medicine Princeton
* WVU Medicine Reynolds
* WVU Medicine Thomas



* Tailored coaching (Cathy Carothers is the WEST VIRGINIA CHAMPS National coach)
* STEPS Teams - opportunity for WIC engagement
* Community collaboration
* West Virginia WIC Program – Kara Napier, WV WIC State Breastfeeding Coordinator

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* Data collection
* Breastfeeding initiation
* Breastfeeding exclusivity
* Skin-to-skin after vaginal birth
* Skin-to-skin after cesarean birth
* Rooming-in
* CHAMPS Training opportunities:
* CHAMPS National Training – Unit 1, Session 1, “Do We Hear You?” – October 25, 2024, 3-4:30 p.m. ET. Register at: champs.breastfeed@gmail.com
* Inter Professional Education Module (IPE) - *Breastfeeding: Human Medicine.* A 3-hour online module for everyone (providers, nurses, WIC staff, social workers, and community) - <https://breastfeeding.inspire-health.org/>

**Hospital Action Items**

* Identify gaps and goals
* Improve staff education
* Certified Breastfeeding Specialist (CBS) – through Lactation Education Resources at <https://www.lactationtraining.com/cbs-info>
* Lactation Counselor Training Course – through Healthy Children Project at <https://centerforbreastfeeding.org/education/lactation-courses-2/>
* IABLE – Institute for the Advancement of Breastfeeding and Lactation Education at <https://lacted.org/>
* Academy of Breastfeeding (ABM) “What Every Physician Needs to Know (Parts 1 and II) at <https://www.bfmed.org/2024-annual-meeting-schedule-at-a-glance>
* CHAMPS website for archived recordings of webinars, trainings, and conference sessions at <https://cheerequity.org/champsnational/events/>
* Focused patient education seizing on teachable moments
* Establish a structured referral network.
* Assume the best!
* Celebrate the victories!

**Resources**

* Center for Health Equity, Education, and Research: <https://cheerequity.org/>
* CHAMPS National: <https://cheerequity.org/champsnational/>
* Ten Steps to Successful Breastfeeding: <https://www.who.int/teams/nutrition-and-food-safety/food-and-nutrition-actions-in-health-systems/ten-steps-to-successful-breastfeeding>
* Baby-Friendly USA: <https://www.babyfriendlyusa.org/>
* USDA Food and Nutrition Service VIDEO: Partnering with WIC for Breastfeeding Success. <https://wicbreastfeeding.fns.usda.gov/video-partnering-wic-breastfeeding-success>

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