

Best Fed Beginnings: An Introduction to the NICHQ and the CDC Breastfeeding Initiative

Charlie Homer, MD MPH
NICHQ President and CEO
USBC Webinar
December 13, 2011



National Initiative for Children's Healthcare Quality

Meeting Agenda

- Getting to Know NICHQ
 - Our Experience
- NICHQ's Approach
 - Breakthrough Series and Model for Improvement
- Project Overview
 - Purpose and goals
 - Overview of activities
- How to Get Involved
 - Recruitment
 - Project Timeline



GETTING TO KNOW NICHQ

NICHQ's Vision and Mission

Vision: A world in which all children receive the high quality health care they need.

Mission: To improve children's health through improving the systems responsible for the delivery of children's healthcare.

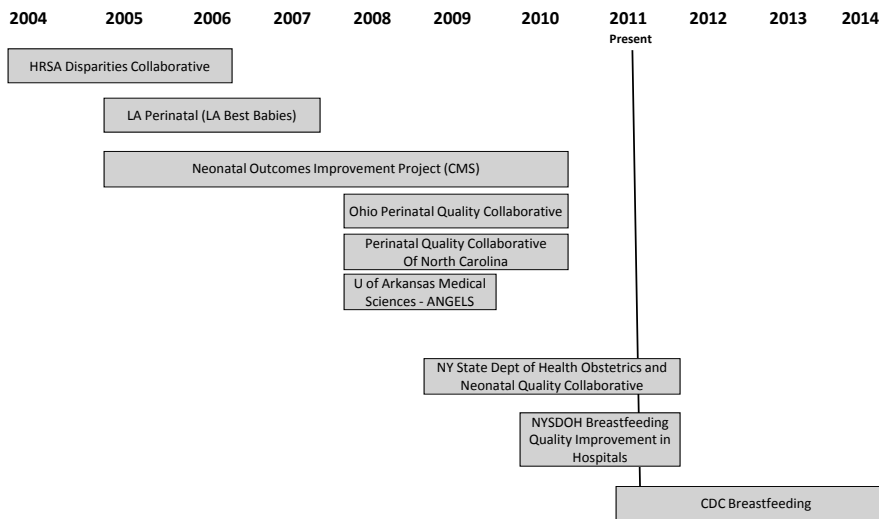
About NICHQ

- Founded in 1999, NICHQ is an independent non-profit organization that partners with healthcare systems, foundations, government, payors, and family and community organizations to:
 - Optimize healthcare system performance and
 - Develop and spread innovation and best practices
- NICHQ's major areas of focus are:
 - Chronic illness in childhood (Children and Youth with Special Health Care Needs)
 - Obesity Prevention and Treatment
 - Perinatal Health
- Promoting equity and incorporating public health are cross cutting themes across NICHQ activities.

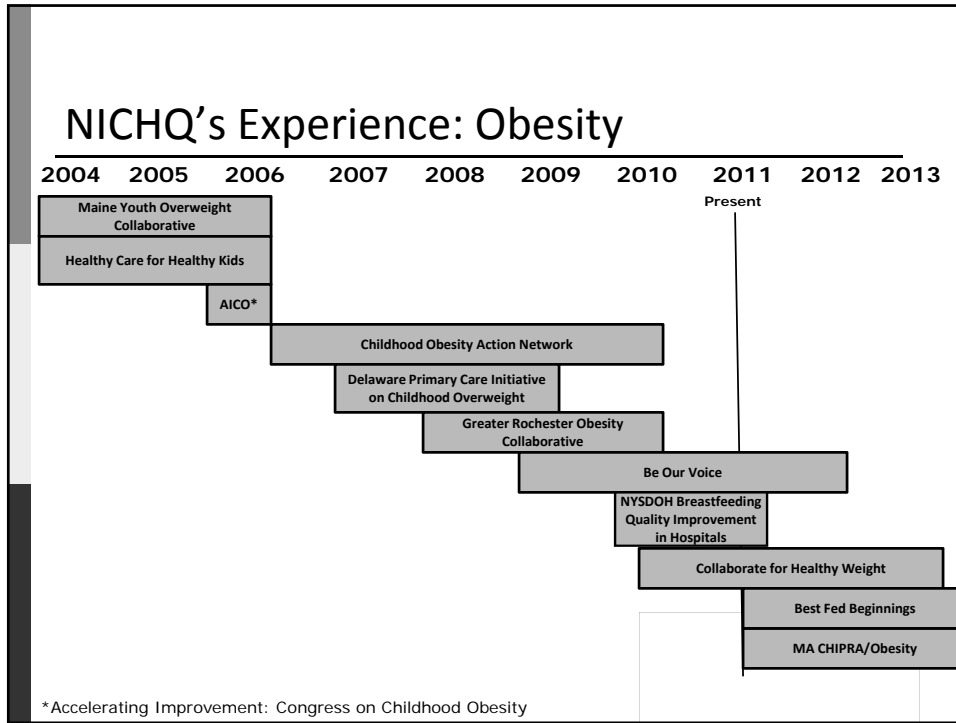


5

NICHQ's Experience: Perinatal



National Initiative for Children's Healthcare Quality



NICHQ'S APPROACH

NICHQ
National Institute for Children's Healthscreen Quality

8

Prime Directive for Quality Improvement

- Each System Perfectly Designed to Achieve the Results It Gets



Knowledge for Improvement

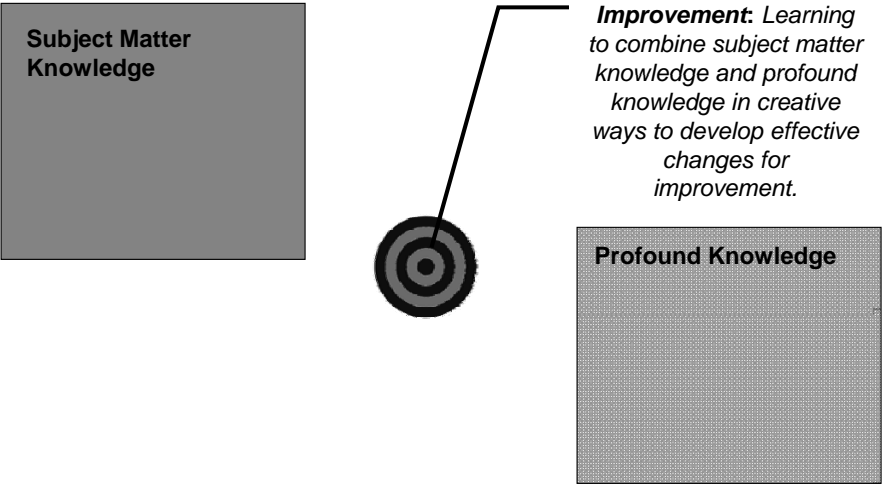
Subject Matter Knowledge

Subject Matter Knowledge:
Knowledge basic to the things we do in life. Professional knowledge & training. On-the-job experience.

Profound Knowledge:
The interaction of the theories of systems, variation, knowledge, and psychology.

Profound Knowledge

Knowledge for Improvement



Subject Matter Knowledge

Improvement: Learning to combine subject matter knowledge and profound knowledge in creative ways to develop effective changes for improvement.

Profound Knowledge

NICH
National Institute for Children's HealthCare Quality

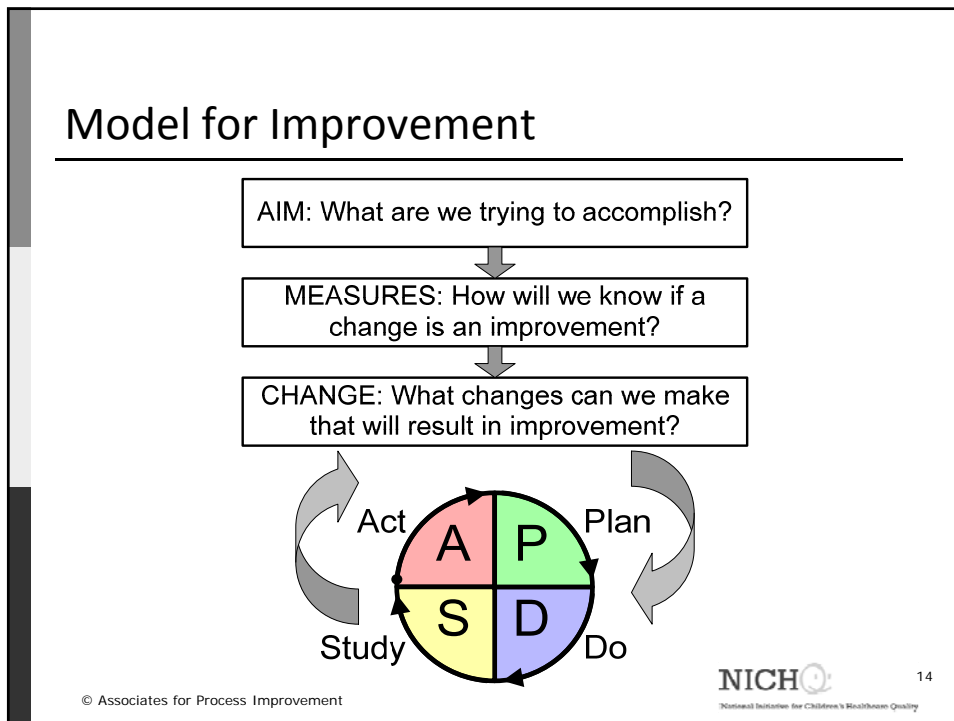
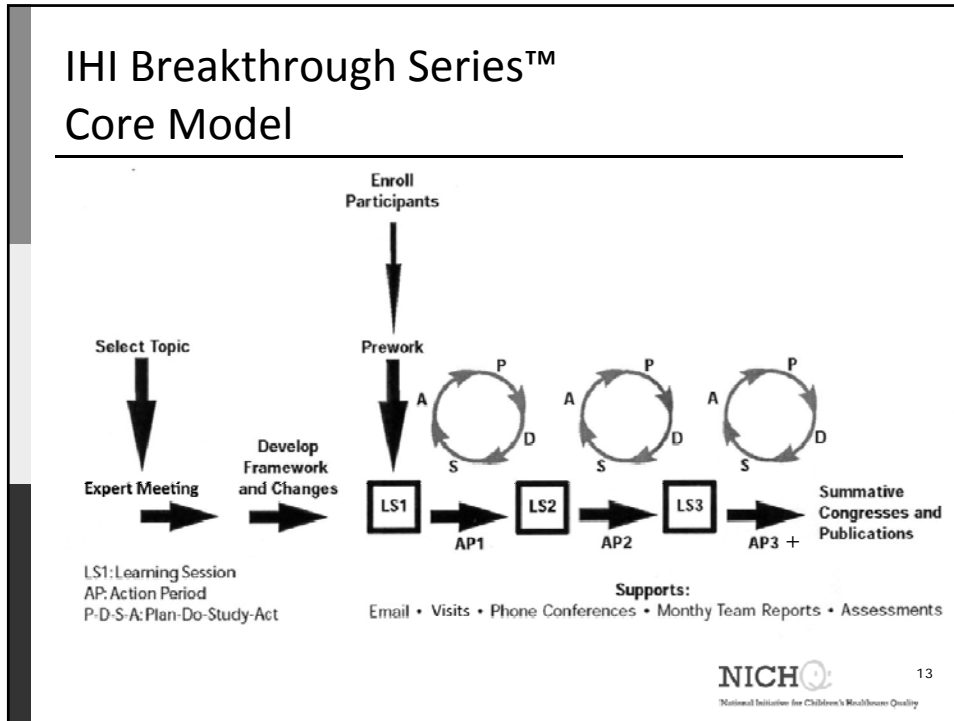
11

Overview of Breakthrough Series (BTS) Learning Collaborative

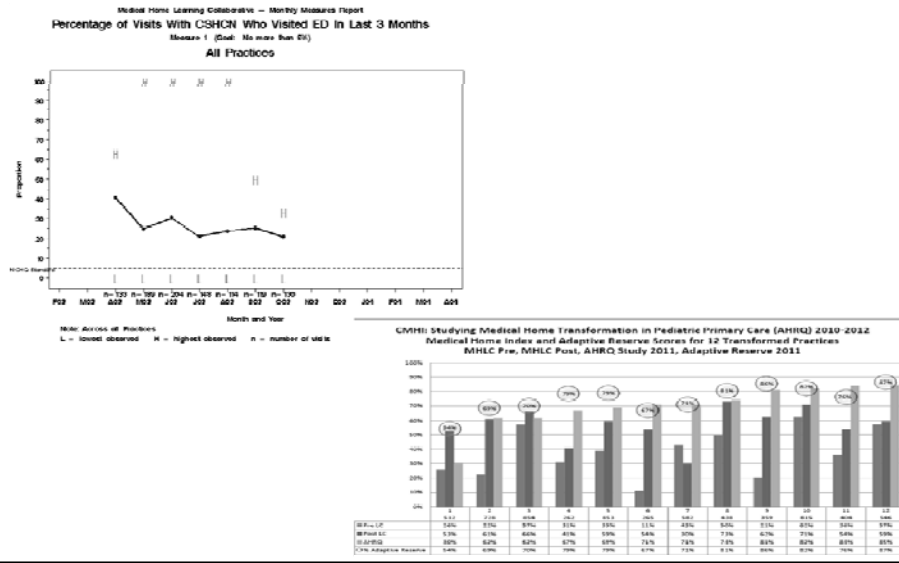
- An improvement method that relies on spread and adaptation of existing knowledge to multiple settings to accomplish a common aim.
- **BTS Essentials:**
 - Technical Content (Ideas)
 - Change Package
 - Measurement System and Collaborative Goals
 - Model for Improvement (MFI)
 - Structured method for organizations to make positive changes
 - Attention to Structure
 - Learning Sessions and Action Periods
 - Focus on shared learning, awareness of psychology of change

NICH
National Institute for Children's HealthCare Quality

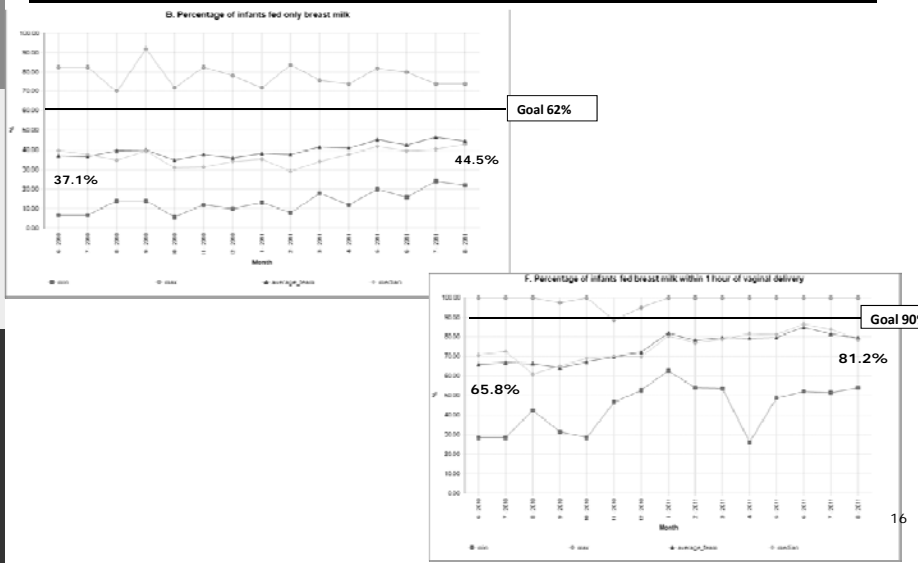
12



Selected Results: NICHQ Medical Home Collaborative



Selected Results: New York State Department of Health Breastfeeding Quality Improvement in Hospitals



BEST FED BEGINNINGS PROJECT OVERVIEW

Project Aim

- Promote exclusive breastfeeding nationwide by creating environments in which women's choices concerning breastfeeding can best be supported by:
 - Enabling hospitals to earn Baby-Friendly designations by improving breastfeeding practices;
 - Helping BF-USA to meet increased need and ensure sustainability;
 - Raising awareness and interest in breastfeeding maternity practices and Baby Friendly designation.

Project Goals

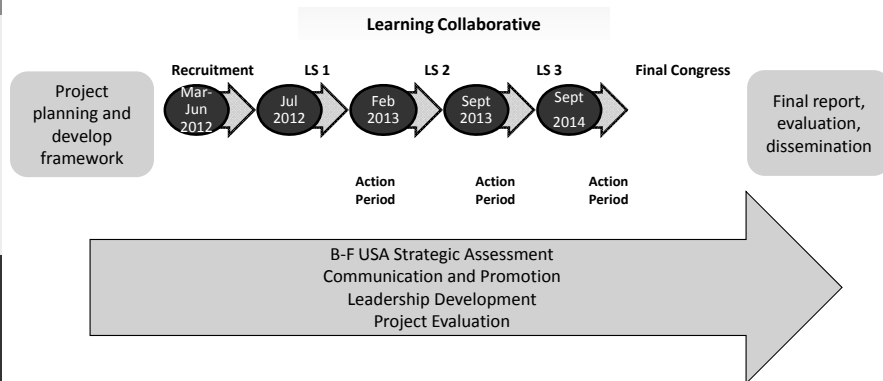
- **Primary goals:**
 - Increase the number of hospitals that fulfill the Ten Steps;
 - Increase the number of hospitals that are designated as Baby-Friendly;
- **Through recruitment:**
 - Reduce both geographic and racial/ethnic disparities in these breastfeeding rates;
 - Increase the proportion of births that occur in hospitals that are Baby-Friendly;
- **Desired Outcomes:**
 - Decrease the proportion of breastfed infants who receive any formula supplementation in the first two days of life;
 - Increase the proportion of infants who are exclusively breastfed at six months (not directly assessed)

Project Approach

- **Conduct concurrent Learning Collaboratives**
 - Engage up to 90 hospitals across the country
 - Priority: areas of greatest need
- **Work with Baby Friendly USA to position the organization for optimal success**
- **Establish foundation for sustainability and spread**
 - Communicate project results externally;
 - Help Baby-Friendly USA institutionalize organizational improvements;
 - Refine plans for replication and spread:
 - Build hospital leadership engagement
 - Leverage existing regional infrastructure(s)
 - Promote alignment with policy and finance

GETTING INVOLVED

Project Timeline



Benefits of Participating

- Access to trained quality improvement experts, and national and regional breastfeeding experts;
- Engage and/or strengthen organized community of learners working towards a common aim;
- Build quality improvement knowledge and capacity that can be applied in many areas beyond the project;
- Obtain Baby-Friendly designation.

What will it take to participate?

- Hospital leadership engagement and buy-in
- Committed hospital team
- Time and commitment to achieving the aim of the Collaborative
- Funding options will be available to support participation
 - Full scholarship to participate, or
 - Partial scholarship to minimize costs to participate, or
 - Full tuition and expenses to participate
- NICHQ and CDC are formalizing recruitment criteria and will share more information in January

Getting involved

- Do you know of a hospital who would be interested in participating as a project team?
- Do you or your organization have relevant skills or resources that could help contribute to the success of this project?
- Let's make a connection! Please visit...
http://www.nichq.org/our_projects/cdcbreastfeeding.html to learn more about the project and complete a project interest form.
- **Save the Date:** NICHQ and CDC will be hosting an information webinar on January 12th from 4:00-5:00pm ET
 - Visit: www.nichq.org for more information on how to register

Thank you!

- Question and Answer