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

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USBC Webinar
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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.

NICHQ’s Experience: Perinatal

<table>
<thead>
<tr>
<th>Year</th>
<th>Program/Project</th>
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<tbody>
<tr>
<td>2004</td>
<td>HRSA Disparities Collaborative</td>
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<tr>
<td>2005</td>
<td>LA Perinatal (LA Best Babies)</td>
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<td>2006</td>
<td>Neonatal Outcomes Improvement Project (CMS)</td>
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<td>2007</td>
<td>Ohio Perinatal Quality Collaborative</td>
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<td>2008</td>
<td>Perinatal Quality Collaborative Of North Carolina</td>
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<td>2009</td>
<td>U of Arkansas Medical Sciences - ANGELS</td>
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<td>2010</td>
<td>NY State Dept of Health Obstetrics and Neonatal Quality Collaborative</td>
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<tr>
<td>2011</td>
<td>NYSDOH Breastfeeding Quality Improvement in Hospitals</td>
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<tr>
<td>2012</td>
<td>CDC Breastfeeding</td>
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<tr>
<td>2013</td>
<td>Present</td>
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<tr>
<td>2014</td>
<td>Present</td>
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NICHQ’s Experience: Obesity


- Maine Youth Overweight Collaborative
- Healthy Care for Healthy Kids
- AICO*
- Childhood Obesity Action Network
- Delaware Primary Care Initiative on Childhood Overweight
- Greater Rochester Obesity Collaborative
- Be Our Voice
- NYSDOH Breastfeeding Quality Improvement in Hospitals
- Collaborate for Healthy Weight
- Best Fed Beginnings
- MA CHIPRA/Obesity

*Accelerating Improvement: Congress on Childhood Obesity

NICHQ’S APPROACH
Prime Directive for Quality Improvement

- Each System Perfectly Designed to Achieve the Results It Gets

Knowledge for Improvement

**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.
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**

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
IHI Breakthrough Series™ Core Model

Enroll Participants

Select Topic

Expert Meeting

Develop Framework and Changes

Prework

A

S

D

P

A

S

D

Supports:

Email • Visits • Phone Conferences • Monthly Team Reports • Assessments

LS1 Learning Session
AP: Action Packet
P-D-S-A: Plan-Do-Study-Act

Summative Congresses and Publications

Model for Improvement

AIM: What are we trying to accomplish?

MEASURES: How will we know if a change is an improvement?

CHANGE: What changes can we make that will result in improvement?

Act

Plan

Study

Do

© Associates for Process Improvement
Selected Results:
NICHQ Medical Home Collaborative

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

Best Fed Beginnings
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

[Diagram showing project timeline with milestones and action periods]

Learning Collaborative

- Recruitment: Jun 2012
- LS 1: Jul 2012
- LS 2: Feb 2013
- LS 3: Sep 2013
- Final Congress: Sep 2014

Action Period

B-F USA Strategic Assessment
Communication and Promotion
Leadership Development
Project Evaluation

Final report, evaluation, dissemination

Project planning and develop framework

Best Fed Beginnings

State Breastfeeding Coalitions Teleconference

12/13/2011
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](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](http://www.nichq.org) for more information on how to register

Thank you!

- Question and Answer