Best Fed Beginnings: The Role of the USBC and State Coalitions

Coalitions Webinar: February 12, 2013

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About USBC

The USBC is a multi-sectoral, nonprofit coalition of more than 45 national organizations working to “advance breastfeeding on our Nation’s agenda through Collaboration, Leadership, and Advocacy.”

The Surgeon General’s Call to Action to Support Breastfeeding identified the USBC and its affiliated state coalitions as leaders in the implementation of its 20 actions.
USBC Role in the Best Fed Beginnings Project

I. Convene an Advisory Committee on Community Support for Breastfeeding

II. Facilitate the Building of Community Connections to Support Participating Hospitals, in Partnership with State Coalitions

III. Recommendations to Electronic Health Record (EHR) Vendors

Advisory Committee on Community Support

Purpose:

a. Leverage members’ influence, both individually and collectively, to strengthen connections between community groups/resources and the participating hospitals.

b. Review and disseminate learning from the participating hospitals as they connect with community groups/resources to implement Steps 3 and 10.

c. Provide guidance on the development of systems to advance continuity of lactation support between hospitals, outpatient health care settings, and community settings.
Hospital-Community Connections (Steps 3 & 10)

Purpose:
USBC and State Breastfeeding Coalitions, in partnership with local/community coalitions (as appropriate), will develop systems to advance continuity of lactation support between hospitals, outpatient health care settings, and community settings to support implementation of Steps 3 and 10, for hospitals in the Best Fed Beginnings collaborative.

Objectives:

a. Reinforce state and community coalition efforts to work with hospitals to provide and/or foster development of programs that make education about breastfeeding, including individual and group counseling, available to pregnant women.

b. Reinforce state and community coalition efforts to establish partnerships for integrated and continuous follow-up care after discharge from the hospital.

Coalition Funding Opportunities

Two streams of funding to state coalitions…

1. Implementation Funding - $116,844
   a) All 29 state coalitions with Best Fed Beginnings hospitals within their boundaries will receive sub-contract funding
   b) Funds will be dispersed on a scaled level (not just divided)

2. Capacity Building Funding - $15,000
   a) Subset of the 29 state coalitions with Best Fed Beginnings hospitals will receive additional sub-contract funding
   b) Funds will be dispersed based on identified capacity building needs
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Funding Time Frame

- Request for Information Release: February 15, 2013 via USBC website and coalition Designated Contributors e-list
- Response Due: March 8, 2013 by 5 PM PST
- Notification of Award: April 15, 2013
- Funding Period: May 1, 2013 – March 31, 2014

USBC Will…

1. Provide customized technical assistance for state coalitions.
2. Provide training/networking opportunities for coalition leaders:
   A. Support continued expansion of the Interstate Collaborative for Widespread Implementation of the Ten Steps.
   B. Coordinate with the Advisory Committee on Community Support for Breastfeeding.
   C. Host quarterly webinars and discussions to disseminate and share information about best practices and lessons learned.
   D. Select, compile, and publish 2-3 case studies of best practice regarding community connections.
EHR Recommendations

USBC is leading and implementing a process to draft and promote recommendations for Electronic Health Record (EHR) vendors to guide the consistent capture of meaningful data on infant feeding practices, in compliance with TJC Perinatal Care Core Measure and the requirements of Baby-Friendly designation.

EHR Process Includes...

- Engaging with a consultant and organizing and convening an expert panel of infant feeding and data collection experts.

- Presenting and advocating for adoption of recommendations by the major software vendors, including via outreach to the appropriate federal authorities, in partnership with key leaders or stakeholders.

- Designing and implementing a communication plan, to include: an early alert to hospitals that this process is underway, periodic updates, and promotion of final recommendations.
"All U.S. mothers should have the opportunity to breastfeed their infants and all infants should have the opportunity to be breastfed."

For more information, please see:

www.usbreastfeeding.org/bestfed-coalitions