Collaboration is Key

**It’s Inception:**

Dr. Waldemere Carlo, Director of UAB Neonatology, decided to dedicate his annual perinatal conference, whose normal participants included neonatologist and neonatal nurses, to **only** breastfeeding topics. His nurses said that no one would come………

*The conference was a hit!*

Proceeds of the conference, along with some state lactation grant money received from CDC, by Children’s of Alabama, was donated to build a breastfeeding network statewide.

One physician from a regional hospital, along with the OB nurse manager and two IBCLC’s who attended, became “on fire” for breastfeeding, after participating in this conference.

*It all started from there…………*

- In or about 2003, the State Perinatal Program officially “recognized” breastfeeding as evidenced based medicine, which had the potential to effect a decrease in the high infant mortality rate in Alabama.

- A breastfeeding champion was identified in our state high risk center at UAB. He told mothers that their breast milk was like medication for their babies!
Collaborators:
ADPH
WIC
Alabama AAP
Alabama ACOG
Alabama AAFP
AWHONN
UAB – MFM/Neonatology
USA – MFM/Neonatology
March of Dimes
Medela
Medimmune

AND, the one physician, who became “on fire” for breastfeeding from the Neonatology Conference, Dr. Lewis Doggett, Anniston, Al.

Alabama Breastfeeding Summit .....At The Beach!

In December, 2004, the SPP pulled together many collaborators for a long weekend at Orange Beach, Alabama, to develop a mission statement and both short and long term goals to increase breastfeeding rates in our state.

Results from Breastfeeding at the Beach......

All groups agreed to further the education, promotion and support of breastfeeding in their individual areas and to report back on their successes and request assistance from others, as needed.

All participants agreed that a committee should be formed to carry out the desires defined by this group.

The Alabama Breastfeeding Committee was born!

The group unanimously voted for the first chairperson for ABC......Dr. Lewis Doggett.

Alabama Breastfeeding Committee's mission is to work toward the development of resources and partnerships that will lead to the effective promotion, protection, and support of breastfeeding within the state of Alabama.

Alabama Breastfeeding Committee’s vision is that human milk will become the norm in infant feeding, resulting in a healthier Alabama.
Informative meetings began on a quarterly basis but as time passed, the excitement began to wane and the group was left only with it’s core members, who continued to carry the load.

ABC Meetings

Committees Formed:
- Professional Education
- Ten Steps
- Daycare
- Business Case
- Data Collection
- Legislative
- Media/PR
- Insurance/Medicaid
- Website

And Dr. Doggett, along with his very capable hospital committee, started to make plans for the Baby Friendly Hospital Initiative!

Alabama Perinatal Regions Map

Regional lactation groups were formed to address breastfeeding issues locally.
- Improve knowledge
- Learn from each other
- Provide programs for IBCLCs to obtain CERPs, locally
- Provide education to professionals
- Collaborate with SPP for statewide conference topics and breakout sessions
First Baby Friendly Hospital

After seven long years of education and preparation and a brief stall, due to the “free formula” issue, Nurse Manager Shelley Birchfield, Lactation Consultants Kim Hurst and Jennifer Gallahar, the hospital Baby Friendly Committee and Dr. Lewis Doggett had their facility ready for inspection.

In December, 2012, Northeast Alabama Regional Medical Center, Anniston, Alabama, learns that they have passed on their first inspection and received their designation as the first Baby Friendly Hospital, in Alabama.

ABC Restructure!

Dr. Joshua Johannson moves from Pennsylvania to Anniston, Alabama, partially drawn by the fact that RMC is a Baby Friendly Hospital!

An obstetrician, as well as an IBCLC, Dr. Johannson agreed to be a co-chair with ABC and assist with our plan for restructure!

It was decided that in order to build a better coalition, the actual work must be brought down to the grass roots level of the state, within our local lactation groups.

Communities formed within local groups to mirror committees on the state level.
Dr. Johannson applied for licensing for the first Baby Café in Alabama. He initiated the process with personal funding but was able to obtain local funding through a grant with the March of Dimes. He also received lactation support from Regional Medical Center and the local WIC program.

### Best Fed Beginning Grant Part I

Brenda Hallmark takes on BFB Grant, to support each of our three hospitals, who participated in the Best Fed Grant

- **UAB – Birmingham, Al**
  - Community support, staffed by IBCLC, away from hospital campus - $500 to use for Baby Checker scales

- **EAMC – established support group**
  - $1000 for a 2nd Baby Checker scale and educational materials

- **Baptist South – Montgomery, Al**
  - Set up of partnership with WIC, to establish off site support group - $1000 for scales and educational materials
**Best Fed Grant**

**Part I**

ABC Executive Board meets to determine how remainder of the grant money should be spent, to support community support groups throughout the state.

- Support any group interested in establishing a Baby Café - $600
- Support other support groups with start up money

- DCH Regional Hospital – Tuscaloosa, AL - $600 Baby Café development in community church
- Madison Hospital – Madison, Al. - new hospital trying to establish support group - $600 for scales and materials
- Birmingham Baby Café - $400 for scales and educational materials
- Dr. Kelley Green – Mobile, Al. – scales and $600 for Baby Café

**Best Fed Grant - Part II**

ABC was asked to continue with Part II of the Continuity of Care Grant, addressing the education of pediatricians who would be receiving the babies discharged from our Best Fed Grant hospitals. ABM Protocol #14 should be used to educate regarding a breastfeeding friendly office.

Many hours of meetings with hospitals, staff, physicians, and ABC staff were spent to develop a plan that would address this issue in a statewide manner, due to the extensive network of infants discharged from UAB into the various communities throughout the state.

- Collaboration with AAP/ADPH
- Three hour webinar for physicians
- Provide CME
- AAP marketed event
- Contract with speaker
- Live webinar – December 17, 2014 – Glenda Dickerson
- CE – nurses, social work, CERPs, nutritionist
- AAP – on demand for 3 years
- ADPH – on demand for 1 year
Best Fed Grant – Part II

- Copies of webinar shared with facilities for training
- Meets with 3 hours training required by BFHI
- Copies of Medications and Mother’s Milk provided for first 10 physicians
- Statewide IBCLC support list
- CME evals reviewed and responses provided
- 750 copies of From the Surgeon General: Selected Actions for Doctors to Support Breastfeeding distributed statewide

Other updates!

- The Mother’s Milk Bank of Alabama – Developed through Jefferson County Community Food Bank
  - Pasteurization begins soon!
  - Donations sent to Texas
  - Development of donor depots across the state
Other Updates!

We are excited to announce our Second Baby Friendly Hospital in Alabama!

East Alabama Medical Center – Opelika, Alabama

Other Grants Through ABC!

- Support staff personnel with Birmingham Baby Café
- Provide CLC training for 25, including local hospital OB nurses, medical students, peer counselors, WIC nutritionists, who support the area
- Support Baby Café meetings with educational materials, play mats, chairs, refreshments, etc.
- Provide taxi vouchers
- Provide breast pumps
- 2nd year – Open second Baby Café in area of underserved

- National Association of County and City Health Officials – Two Year Grant to Reduce Disparities in Breastfeeding through Peer and Professional Support Project

- Goal – Increase access to community-level peer and professional support for African American and underserved women and families
More News!

Collaboration:

ABC

Alabama Lactation Consultants Association

Connections Breastfeeding

ASTHO Grant

- The Alabama Department of Public Health received a $30,000 grant, to increase practices supportive of breastfeeding in birthing facilities throughout Alabama
- Collaborations:
  - ADPH
  - ABC
  - Alabama Hospital Association
  - Vermont Department of Public Health
  - State Perinatal Program
  - ASTHO
  - Baptist Health

- Engage hospitals interested in increasing practices
- Provide access to evidence based resources that support the “Ten Steps” process
- Facilitate collaboration between “mentor hospitals”
- Two day “train the trainer” to equip participants with 16 hours of evidenced based education
- Provide promotional educational resources for participating hospitals
- Provide CLC training for 30 OB nurses statewide, to count toward advancement to pursue IBCLC certification
ASTHO Grant

- Alabama Breastfeeding Initiative
- 26 out of 47 hospitals have signed contract
- 16 hour training completed on April 9-10, with Tricia Cassi, BSS, IBCLC, WIC State Breastfeeding Coordinator, Vermont Department of Public Health
- Birth and Beyond: 10 Steps to Empower Mothers and Nurture Babies

- Contracts signed with hospitals
  - Admin support
  - Work with ADPH/ABC
  - Work toward “Ten Steps”
  - Collaborate with others
  - Participate in 16 hour train the trainer activity
  - Update or draft model breastfeeding policy
  - Provide scholarship
  - Demonstrate appropriate use of infant feeding supplementation
  - Utilize CLCs
    - Support breastfeeding
    - As support staff to IBCLC
    - Encourage to pursue IBCLC

The Alabama Breastfeeding Committee

- Management of ABC through volunteer assistance:
  - Local lactation groups
  - Collaborative groups
  - ABC Executive Board/Officers
  - ADPH/SPP

- Current Needs!
  - Stable funding for part time staff person to carry out projects and business of the committee.