CHAMPS

Communities and Hospitals Advancing Maternity Practices

Reducing Disparities in Maternity Care and Breastfeeding

CHAMPS Background

- Funded by a grant from the W. K. Kellogg Foundation
- 3-year grant
- Started in October 2014
- Anne Merewood, PhD, MPH, IBCLC
  - CHAMPS Project Director
- Kimarie Bugg, MSN, MPH, IBCLC
  - CHAMPS Community Engagement Director
CHAMPS objectives: Big picture

- Decrease racial disparities in breastfeeding and MCH care
- Increase exclusive breastfeeding rates in the South
- Enroll 25 hospitals in MS, NOLA, S Texas
- Help at least 10 of those hospitals to become Baby-Friendly
- Improve MCH practices in 25 hospitals

CHAMPS goals ‘met’ to date

- 31 hospitals enrolled
  - 16 – MS
  - 8 – NOLA
  - 5 – Texas
  - 2 – Tennessee
- 21 hospitals on Baby-Friendly Pathway
  - 2 additional hospitals are almost ready to get on
**CHAMPS Hospitals on the Pathway**

- **Discovery**
  - 6 hospitals
- **Development**
  - 7 hospitals
- **Dissemination**
  - 5 hospitals
- **Designation**
  - 3 hospitals

**The 4D Pathway to Baby-Friendly Designation**

**CHAMPS Benefits**

- Access to experts from around the country
- Strategic and practical help with changing hospital policies and practices
- Help with charting needs related to breastfeeding
- Access to clinician training resources
- One-on-one technical support
- Collaborative environment with other hospitals
**CHAMPS Expectations**

- Create a task force of committed practitioners and decision-makers
- Work collaboratively with the community to link resources and address the needs of breastfeeding families
- Collect data on breastfeeding rates, skin to skin, and rooming in

**CHAMPS Events**

- **Regional Conferences**
  - March 2015, MS Delta CHAMPS Breastfeeding Summit (Greenwood, MS)
  - Nov. 2015, CHAMPS Learning Summit: Mississippi (Jackson, MS)

- **BCBSMS Regional Baby-Friendly Conferences**
  - 3 Total

- **MS Perinatal Quality Collaborative Conferences**
  - Fall 2014 and 2015
CHAMPS Events

- Wednesday Webinars in collaboration with Mississippi Department of Health
- Hosted 14 Webinars
- 5 webinars scheduled for 2016
- All webinar recording are available on our website www.CHAMPSbreastfeed.org/webinars

CHAMPS Events: Clinician Training

- 15-hour Training
  - Taught by Nikki Lee in New Orleans, Oct 2015
  - xx trained
- 4-hour Clinical Skills Training
  - 15 trainings
  - Over 250 clinicians and community members trained
  - Train-the-trainer occurred in Jan 2015
  - Upcoming: 5 trainings scheduled at 2 MS Gulf Coast hospitals in February
State Breastfeeding Coalitions Webinar

CHAMPS: Communities and Hospitals Advancing Maternity Practices

4 hour Trainings
Demonstrations

Community Transformers
Community Transformers

- Community Transformer Trainings
- 53 of 111 ROSE Community Transformers are in CHAMPS target areas

Community Transformers

- Receive training on providing mother-to-mother breastfeeding support
- Serve as a local and accessible resource on breastfeeding support
- Lead gatherings called breastfeeding clubs
- Serves as an advocate for the community
Why Community Transformers?

The community MUST be engaged for change to occur.

This is a RELAY race.

To effectively orchestrate change, we must continue to learn from and be engaged with those from within the community.

Listen...and Learn

Advancing Change

• Establishing relationships between the community and hospitals seeking Baby-Friendly Designation particularly in the South
• Educating our communities on the importance of the 10 Steps associated with Baby Friendly Hospitals.
• Education women on the Importance of breastfeeding
Breastfeeding Clubs

- Breastfeeding Clubs led by Community Transformers
- Located within the community or in the hospitals
- Multiple sessions exploring different breastfeeding topics
- Encourages relationship building among the women that attend
Next Steps

• Continued guidance in establishing breastfeeding clubs
• Promote breastfeeding clubs
• Continue to collect Community Transformer outreach data

CHAMPS Collaborators

The Breastfeeding Center  ROSE  W.K. Kellogg Foundation
Cooper Children's Regional Hospital  MSPQC  EveryMother
Vital Village  BlueCross BlueShield of Mississippi
Mississippi State Department of Health  WISE