The MA Mother Baby Summit: Using mPINC to Leverage Change

Barbara L. Philipp, MD, FAAP, FABM
Professor of Pediatrics
Boston University School of Medicine
Medical Director, The Birth Place
Boston Medical Center

The Summit Idea

• B Philipp: yrs and yrs of speaking at conferences
• To audiences of mostly lactation consultants
• Love them dearly - passionate, compassionate, hard working, absolutely terrific.
• Taught me all I know, but what in the world am I teaching them? and they carry little power in hospitals
• So lots of talking, little action
• “I can’t do this any more...”
What if...

- What if we hold a conference and ONLY invite the power brokers?
- Invite the people who have the power to make change (but don’t know anything or have little time and interest in the topic)
- Make it invitation only, send each maternity facility in the state 5 tickets
- VP nursing, Director MCH, Nurse Managers, MD Directors, VP of Quality
- And ... No Lactation Consultants allowed

What if...

- No one comes?
What if ...

• They find out it’s about breastfeeding?
• Then they really won’t come.

Dilbert

Change is great

*You go first.*
Massachusetts MotherBaby Summit: Understanding your mPINC Score

- April 2009
- Conference room in Lowell General Hospital
- No charge for room or AV equipment
- No fee to attend
- Cost: food (breakfast and lunch) and one speaker
- Flyer mailing and xeroxing on BMC
- Private funds (was cheap)

Goals

- Lay the foundation
- Talk about mPINC (what’s that?)
- Gather as many power brokers as possible
- First state to Ban the Bags
- And figure out the burning question
? 

• How many maternity facilities are there in Massachusetts?
• Does anyone know?

Full Credit: Planning Committee

Summit 1
Barbara L. Philipp, Boston Medical Center
Tina M. Santos, Dir MCH Lowell General Hosp
Kim Perryman, Dir MCH Boston Medical Center
Roger Edwards, Asst Professor, Northeastern U

Administrative assistance from:
Jean Morgan, Rachel Richards, Sandra Montrond
The Planning Committee

Jean Morgan, my admin assistant
Very happy to have MA DPH officials in the house!

So happy to have LGS speak
Philipp, Grummer-Strawn, Santos, Edwards

80 attendees, 6 officials from MA DPH
MotherBaby Summit 1 Agenda

7:30a-8:30a
Registration/Continental Breakfast
8 am Welcome/Introductions

8:30a-9:45a
A Public Health Framework: How Are We Doing?

9:45a-10:00a
Break

10:00a-11:30a
Understanding Your mPINC Score

11:30a-12 noon
Q and A's

12noon-1:00p
Lunch (provided)

1:00p-3:00p
Workshops on Ban the Bags
And Using QI to Stimulate Change
Conclude with Town Hall

What we did not say

• Breastfeeding
• And who we angered
• Lactation consultants
Evaluations

• “I especially wanted to congratulate you on a WONDERFUL day. Every talk was really excellent and helpful and inspiring. Every single one. I am bursting with enthusiasm.” MB
• “What a wonderful day we had at the Summit. (You) should be so proud of what you have accomplished.” MW
• “I just wanted to let you know that at our local coalition meeting this morning lactation consultants from two hospitals said that the Mother Baby Summit event made a big impression on the people who attended. One said that she was shocked at how much it changed her nurse manager's perspective...” TL
• “I wanted to congratulate you again on a very successful Summit last Friday.” Official, MA Dept of Public Health

Massachusetts MotherBaby Summit 2: Infant Feeding, Narrowing the Gap

• April 2010
• Again, at Lowell General Hospital
• No fee for participants, cost minimal (food)
• Sponsored by the private funder and the W.K. Kellogg Foundation
• Same format, no LCs allowed... a little less anger this time
MBS 2

• Lay the foundation talk again
• Found (with some persuasion) a maternity site to talk about success with each of the seven mPINC sections
  – Elimination of pacifiers
  – Rooming in
• Talk on how to measure rates for Joint Comm (this was a big seller)
• Town Hall
Full Credit: Planning Committee

Summit 2
Barbara L. Philipp, Boston Medical Center
Roger Edwards, Asst Professor, Northeastern U
Anne Marie Henri, Nurse Manager, BMC
Eliz Lydstone, Dir MCH, Lowell General Hospital

Administrative assistance from:
Jessie Pisegna and Jean Morgan

Evaluations

• I had several ‘ah ha’ moments. Thanks a million.
• I LOVED the format where hospitals presented on areas they were doing well. How empowering.
• Well organized-thank you.
• Great! I will definitely return.
• Very inspiring
• Helpful, thank you
• Excellent program
• The summit has really opened my eyes. Changes will definitely be coming.
Publication

• Workshop presented at APHA
• Edwards RA, Philipp BL. Using maternity practices in infant nutrition and care (mPINC) survey results as a catalyst for change. *J Hum Lact* 2010 26(4):399-404

Massachusetts MotherBaby Summit 3:
Change the State

• April 2011
• Crowne Plaza, Natick MA
• 5 tickets (*1 LC* from each site could attend!)
• Sponsored by same 2 funders
• Much much more expensive...room, food, AV
• Moved to a bigger space, upped room size twice
• **Closed** registration one week before event
MBS 3

- All electronic, no mailings
- Invitations, confirmations, directions
- Awesome email list

MBS 3

- Webpage
- [www.motherbabysummit.com](http://www.motherbabysummit.com)
- Posted lots of information
- Resource site
- Lists..............
- And monthly award.............
MBS 3

- Agenda
- Foundation talk again
- Share your success
  - Delay the bath
  - Ban the bags
  - Skin to skin after C Section
  - Rooming in
  - Pacifiers
- Teaching in Twenty (Medications and Milk)
- Exclusive breastfeeding rate talk
- Town Hall

Brag List: Celebrate Success!

EXAMPLE
Brockton Hospital (Signature Healthcare)
- Banned the bags (no formula company logo on anything in the unit)
- Skin-to-skin promotion for all babies
- Breastfeeding within 1 hour of life
- Delayed the bath (for the past 2 years)
- Rooming-in since 1996 (a great advantage!); all infants room-in (new policy)
- Increasing patient satisfaction scores
- Reinstated a Call Back Log (call patients within 48 hrs. of discharge to provide support and answer questions)
- Get the baby to breast during recovery, have lactation consultants and breastfeeding groups available
- Concentrating on exclusive breastfeeding rate (Jan.-June 2010 was 43%, and following some education of staff and moms, Sept.-Jan. 2011 was 59%)
- Trying to get rid of pacifiers
- Baby-Friendly certificate of intent
- New breast feeding policy
MBS 3

- Special guests
- Rhode Island
- West Virginia

What got their attention?

- Joint Commission
- Understand Joint Commission perinatal core measure set
- How to get your rates?
- ***To improve your exclusive breastfeeding rate improve your mPINC score***
State Breastfeeding Coalitions
Teleconference

Check in Crew
Jess, Lauren, Myrdell
May we score your 2009 mPINC survey for you?
MBS 3 Evaluations

• The Summit topics all revolved ultimately around the importance of mother/baby couplet care and how this affects bonding, safety (best care for best results). These are all very important and I am extremely fortunate to have been here for this information.
• This was great. Does make me feel overwhelmed with all the work to be done.
• Great opportunity to hear from colleagues about their successes and how they faced challenges – please continue! We look forward to coming each year.
• Excellent – love this Summit. Congrats!
• I’m glad to know where we are at...we also have so far to go.
• Thank you for a wonderful conference. I plan to implement many items from the Summit.
• It was great! I thought we were doing so well until I heard the discussions – I have new ideas and a better way to do what we’re doing!
• Fabulous! A great way for all hospitals to get on the same page, network and be the first state to have complete consistency in mother/baby care to promote exclusivity of breastfeeding.
Full Credit: Planning Committee

Summit 3
Barbara L. Philipp, Boston Medical Center
Roger Edwards, Asst Professor, Northeastern U
Genevieve Preer, MD, Boston Medical Center
Jessica Pisegna, Conference Coordinator

Student Interns
Lauren Sowa and Myrdell Bel1zaire

Summit Summary

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<tbody>
<tr>
<td>Attendees</td>
<td>80</td>
<td>90</td>
<td>172</td>
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<tr>
<td>% MA maternity sites</td>
<td>34/50 68%</td>
<td>35/50 70%</td>
<td>45/49* 92%</td>
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<td>% MA births covered</td>
<td>74%</td>
<td>85%</td>
<td>98%</td>
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<tr>
<td># in MA that have Banned the Bags</td>
<td>22/50 44%</td>
<td>27/50 54%</td>
<td>38/49 78%</td>
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Full Credit

• Other groups in Mass working on this
• Massachusetts Breastfeeding Coalition
• Marsha Walker NABA
• Ban the Bags (www.banthebags.org)
• Anne Merewood BMC

Lessons Learned

• Change is hard
• Keep working at it (try a different angle)
• Respect their time. When you do get it, don’t bore them.
• Joint Commission has changed everything
• Get your exclusive rates. When you find they stink, improve them by improving you mPINC score