

News from the MA Breastfeeding Coalition

Our mission is to improve public health by transforming our culture: making breastfeeding the norm through education, advocacy, and collaboration

MBC Launches Baby-Friendly Collaborative

With a support letter from the Massachusetts Department of Public Health, MBC has launched a series of collaborative workshops with 5 maternity sites that are interested in achieving Baby-Friendly status. The five sites are: Cambridge Hospital, Cambridge Birth Center, Melrose-Wakefield Hospital, Caritas Good Samaritan Hospital, and Lowell General Hospital. Four of the five sites have filed a "Certificate of Intent" with Baby-Friendly USA.

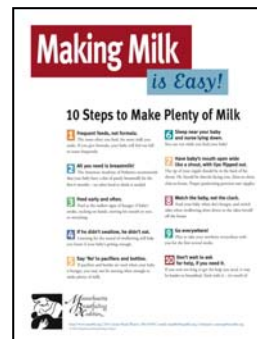
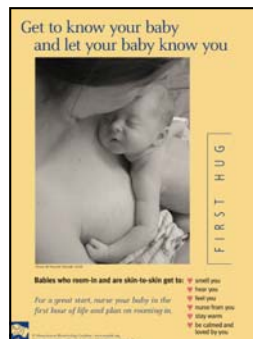
The purpose of the collaborative is to get stakeholders from all five sites together to brainstorm and learn from each other about how to overcome common barriers to becoming Baby-Friendly. The first meeting took place on November 11, and was moderated by Denise Fenick, who has participated in successful Baby-Friendly efforts at two hospitals in Rhode Island. Collaborative efforts such as this one have been shown to help other types of health quality initiatives.

The next workshop will be on January

21, 2009. Future efforts in the collaborative will focus on how hospitals can improve their scores on the CDC's recent mPINC survey. The results of this nationwide survey of maternity centers were released to all hospitals in June 2008, but individual hospital results are not publicly reported. (More on mPINC, on page 2 and on our website)

Issue 2 - Winter 2008

Late Breaking News!
Coalition members from all over New England are working together to plan a regional meeting. If you are interested in joining a regional listserv, please email: TCassi@vdh.state.vt.us



Download MBC handouts, free of charge, from our website: www.massbfc.org. Many are available in multiple languages, and they're perfect for both mothers and medical providers.

To order posters and other gifts that support breastfeeding, please visit our store: <http://www.cafepress.com/massbfc>

National Quality Forum Endorses New Breastfeeding Metric

In October, 2008, the National Quality Forum (NQF) endorsed the measurement of hospitals rates of "breast only" feeding. The measurement, which would exclude infants discharged from the NICU, has gained traction in California. It is one of 17 new evidence-based perinatal measurements approved by NQF, a non-profit public-private collaborative, which issues consensus statements from experts. In order to score high on this metric, hospitals would have to have implemented many evidence-based best practices from the Baby-Friendly Hospital Initiative. NQF's efforts may pave the way for public reporting of this metric and increased implementation of better hospital policies around breastfeeding.

2008 MBC Breastfeeding in the Bay State Conference a Success!

Almost 200 people attended this year's conference, with attendees spilling into the overflow room!

At the conference, the Department of Public Health presented awards to recognize hospitals with exemplary initiation rates and policies that promote and support breastfeeding. In addition, breastfeeding-friendly employers and businesses were honored in a lunchtime ceremony.

Hospital Awardees

<i>Berkshire Medical Center</i>	<i>Massachusetts General Hospital</i>
<i>Boston Medical Center</i>	<i>Melrose-Wakefield Hospital</i>
<i>Brigham and Women's Hospital</i>	<i>Milford-Whitinsville Hospital</i>
<i>Brockton Hospital</i>	<i>Morton Hospital & Medical Center</i>
<i>Cambridge Hospital Campus</i>	<i>Mount Auburn Hospital</i>
<i>Emerson Hospital</i>	<i>Nantucket Cottage</i>
<i>Franklin Medical Center</i>	<i>Newton-Wellesley Hospital</i>
<i>Good Samaritan Medical Center</i>	<i>North Shore Birth Center</i>
<i>Heywood Hospital</i>	<i>Saint Elizabeth's Medical Center</i>
<i>Holyoke Medical Center</i>	<i>Tobey Hospital</i>
<i>Lawrence General Hospital</i>	<i>UMass Medical Center</i>
<i>Lowell General Hospital</i>	<i>Winchester Hospital</i>
<i>Martha's Vineyard Hospital</i>	



Business and Employer Awardees

<i>Baystate Health Center</i>	<i>Dance This Way, LLC</i>	<i>Motherhood Maternity</i>
<i>Boston Boatworks</i>	<i>Design Continuum, Inc.</i>	<i>Pioneer Valley Pediatrics</i>
<i>Boston Medical Center</i>	<i>ePublishing Partners, Inc.</i>	<i>Tapestry Health</i>
<i>Channing Bete Company</i>	<i>Holyoke-Chicopee WIC</i>	<i>The Topsfield Fair</i>
<i>Child Care of the Berkshires</i>	<i>MIT</i>	<i>Valley Opportunity Council</i>
<i>Christ Church Episcopal</i>		

mPINC—Maternity Practices in Infant Nutrition and Care Survey

Maternity care practices significantly affect breastfeeding initiation, exclusivity, and duration. In 2007, the CDC completed a national survey of maternity care feeding practices and policies; the mPINC Survey. The following practices were analyzed:

- Labor and delivery
- Breastfeeding assistance
- Mother-newborn contact
- Newborn feeding practices
- Breastfeeding support after discharge
- Nurse/birth attendant breastfeeding training and education
- Structural and organizational factors related to breastfeeding

Scores (out of 100)

Lowest score = 48 (Arkansas)
 Highest score = 81 (New Hampshire & Vermont)
 MA score = 75/100

ACTION IDEA: Request your hospital's mPINC scores to see where improvement are necessary.

A substantial proportion of facilities used maternity practices that are not evidence-based and are known to interfere with breastfeeding. 24% of facilities reported giving supplements as a general practice to more than half of all healthy, full-term breastfeeding newborns.

More information on the mPINC survey can be found at: <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5723a1.htm> AND <http://www.cdc.gov/breastfeeding/data/mpinc/index.htm>

MBC Leads National Medicaid Proposal

This summer, MBC submitted a proposal to the National Association of State Medicaid directors to focus on insurance incentives for improving best practices around breastfeeding. The proposal has three pillars: public reporting of exclusive breastfeeding (EBF) rates in each maternity center, increased payments for hospitals that have higher EBF rates or improvement in such rates, and pay for per-

formance incentives for hospitals who have achieved Baby-Friendly status. Public reporting of hospitals' EBF rates has successfully motivated California hospitals to improve their practices, and in October, was endorsed as a quality metric by the National Quality Forum.

The proposal was shaped and signed by many organization. Signatories included the US Breastfeeding Committee, the

Maternal and Child Health section of the American Public Health Association, Baby-Friendly USA, and the National Alliance for Breastfeeding Advocacy, among others. In May 2008, MBC Chair Melissa Bartick, MD published a story on performance incentives in the Huffington Post http://www.huffingtonpost.com/melissa-bartick/lets-get-serious-about-pr_b_102926.html.

MBC Store Gets Large Order From North Carolina

This fall, the state of North Carolina ordered 500 copies of our popular poster, "Breastfeeding for All Walks of Life" for use in their WIC program. Our store, www.cafepress.com/massbfc

produces posters and other goods using materials MBC has developed. Much of our materials are available in several languages, and have been used around the world.



Member Spotlight — Kathy Abbott

Einstein once said, "You don't really understand something unless you can explain it to your grandmother." Lactation Consultant Kathy Abbott agrees. As one of those rare people who actually enjoys speaking in public, Kathy strives to both engage and inspire her audiences. Her passion for learning has led her to view breastfeeding from a multitude of levels. This diversity of in-



terest is reflected in her lecture topics which range from "Baby-Friendly Hospitals in Scandinavia", "Community Outreach: Becoming an Agent of Change", and "The Mechanics of Baby-Led Latch", to "Breast Milk – the Original Pro-Biotic!" "I never cared for the hard sciences until I learned how breast milk interacts with a baby's immune system. It's fascinating!" Besides her private practice specializing in home visits north of Boston

(www.BusyMomsBreastfeed.com), Kathy is the La Leche League liaison to the MBC and a past board member of the Coalition. She also sits on the North Shore Post-Partum Depression Task Force.

If you know an MBC member who should be highlighted in our newsletter, please e-mail their name, contact information, and a brief description of their accomplishments to: newsletter@massbfc.org

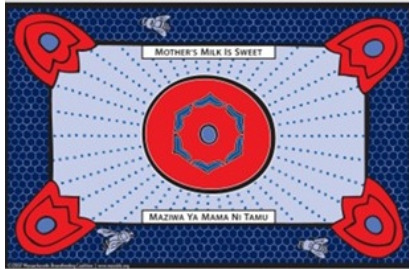


Massachusetts Breastfeeding Coalition

Massachusetts Breastfeeding Coalition Inc.
254 Conant Road
Weston, MA 02493

e-mail: info@massbfc.org
<http://massbfc.org>

All Coalition meeting dates, locations, and directions, are posted on our website.



Help Support Breastfeeding—Join or Donate to MBC Today!

YOUR DUES AND DONATIONS ARE TAX-DEDUCTIBLE.

Annual Membership Dues Structure (September 1-August 31)

Name/Title: _____ Organization: _____

Address : _____

City: _____ State: _____ Zip: _____

Email address: _____ Phone: _____

Membership type (circle selections):

New member Renewal

Individual --\$30

Non-Profit organization--\$60

For Profit organization-\$120

I'D LIKE TO MAKE A HOLIDAY DONATION TO MBC \$ _____

Total (Dues +contribution): \$ _____ Thanks for your support!

Send your check, payable to: MA Breastfeeding Coalition, 254 Conant Road, Weston MA 02493