OBJECTIVES

• Discuss the impact of improved maternity care practices
• Define the goal of the Texas Ten Step Star Achiever Breastfeeding Learning Collaborative
• Describe the model of improvement used in the collaborative
• List two ways WIC local agency staff were utilized in the collaborative
Why Breastfeeding?

IMPETUS FOR CHANGE
“UNLESS WE ARE MAKING PROGRESS IN OUR NURSING EVERY YEAR, EVERY MONTH, EVERY WEEK, TAKE MY WORD FOR IT, WE ARE GOING BACK.”
- FLORENCE NIGHTINGALE, 1914

Key Motivators:

• Improved health outcomes
• Mother’s complaints
• Evidence-based training helps professionals
• Major health authority recommendations
• Federal government recommendations
INCREASED NUMBER OF BABY-FRIENDLY HOSPITAL PRACTICES IN PLACE DECREASES RISK OF BREASTFEEDING CESSATION

% of mothers who breastfed < 6 weeks

<table>
<thead>
<tr>
<th>Number of Baby-Friendly steps</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>30.0%</td>
<td>26.9%</td>
<td>21.5%</td>
<td>15.5%</td>
<td>13.7%</td>
<td>6.2%</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

Steps measured:
- Early breastfeeding initiation
- Exclusive breastfeeding
- Rooming-in
- On-demand feedings
- No pacifiers
- Breastfeeding information provided

DiGirolamo, Pediatrics, 2008
BREASTFEEDING QUALITY IMPROVEMENT: FACILITY BENEFITS

• Evidence-based practices are standard
• Increased facility space
• Increased patient satisfaction and safety
• Elevation of staff morale and teamwork
• Enhanced facility reputation
• Less staff absenteeism
Moving Hospitals toward Excellence in Infant Nutrition and Care

STAR ACHIEVER
LEARNING
COLLABORATIVE
Continuum of DSHS support for quality improvement in maternity practices
STAR ACHIEVER - OVERVIEW

• Collaboration between:
  • Texas Department of State Health Services (DSHS)
  • The National Initiative for Children’s Healthcare Quality (NICHQ)

• Funded by WIC
STAR ACHIEVER - IMPLEMENTATION

• Program launch date – December 2012
• Texas divided into three cohorts based on public health region
• Goal of 27 facilities from each cohort for a total of 81 hospitals
• Selected based on application, data collection by facility
• Completion of all cohorts – 2016
• Final review- January through June of 2017
STAR ACHIEVER - GOAL

- Increase exclusive breastfeeding throughout Texas in the immediate postpartum period (in-hospital)

- Connect mothers with postpartum discharge support services
EVERYONE TEACHES, EVERYONE LEARNS

**Texas Ten Step- Rising Stars**
- Enter Collaborative as non-TTS designated facilities
- Follow basic application guidelines
- Additional criteria to obtain TTS designation during cohort period
- Additional criteria to obtain MFW designation during cohort period

**Texas Ten Step Stars**
- Enter Collaborative as TTS designated facilities
- Follow basic application guidelines
- Strongly encouraged to enter Baby-Friendly pathway during cohort period

**Texas Ten Step Star Achievers**
- Enter collaborative as TTS/BFHI designated facilities
- Follow basic application guidelines
- TTS facilities that achieve BFHI designation during or after cohort period will be recognized as TTS Star Achievers
Develop and Implementing Change

MODEL FOR IMPROVEMENT
THE PDSA CYCLE

Four key elements of successful process improvement:

1. Specific and measurable aims
2. Measures of improvement that are tracked over time
3. Key changes that will result in the desired improvement
4. A series of testing cycles

Source: Associates in Process Improvement
MODEL OF TYPICAL IHI BREAKTHROUGH SERIES™ LEARNING COLLABORATIVE

RECRUIT, ENROLL, AND ENGAGE PARTICIPANTS

REFINE FRAMEWORK, CHANGES, MEASURES

SUPPORTS:
- E-MAIL • VISITS • PHONE CONFERENCES • MONTHLY TEAM REPORTS • ASSESSMENTS
- LS: LEARNING SESSION
- AP: ACTION PLAN
- P-D-S-A: PLAN-DO-STUDY-ACT

SUMMATIVE CONGRESSES AND PUBLICATIONS

Source: Institute for Healthcare Improvement, 2003: The Breakthrough Series: IHI’s Collaborative Model for Achieving Breakthrough Improvement
PROJECT TIMELINE

- Cohort A: October 2012-January 2014
- Cohort B: January 2014-May 2015
- Cohort C: June 2015-December 2016
- Learn, Sustain and Spread: January-June 2017
North Texas

COHORT A
TEXAS HEALTH SERVICE REGIONS (HSRS)

Cohort A: HSR 1-3
Cohort B: HSR 4-7
Cohort C: HSR 8-11
COHORT A PARTICIPANTS

20 hospitals accepted

- 18 Texas Ten Step designated
  - 2 non-TTS
- 4 Baby Friendly
COHORT A - LESSONS LEARNED

- Application challenges:
  - Schedule conflicts
  - Short application deadline

- Low breastfeeding interest as initiative

- Recruitment challenges:
  - Dissemination of information
  - Coordination of efforts
Bridging the Gap

WIC INVOLVEMENT
ASSEMBLE AN EFFECTIVE TEAM

- Administrative leader
- Physician leader from obstetrics/pediatrics/ family medicine
- Nurse manager and staff nurse
  - Labor/delivery/postpartum/nursery care
- Senior lactation patient care staff member
- **WIC/public health representative**
  - WIC Director, BF Coordinator, Peer Counselor
- Mother whose baby was born at the hospital within the past three years
WIC STAFF ROLES AND RESPONSIBILITIES

Recruitment
- Contact local hospital with application information
- Obtain key facility contact information
- Find parent representation
- Serve on facility planning team

Maintain Spread
- Encourage use of social media to provide information updates
- Educate community about collaborative
- Engage Community Stakeholders
- Provide continued breastfeeding education and WIC program information
Department of State Health Services

MOVING BIRTHING FACILITIES TOWARD RECOMMENDED PRACTICES IN INFANT NUTRITION AND CARE

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Action</th>
<th>Achievement</th>
</tr>
</thead>
<tbody>
<tr>
<td>DSHS Initiatives</td>
<td>Texas 10 Step Program</td>
<td>Baby Friendly Hospital Initiative</td>
</tr>
</tbody>
</table>

- Training
- Technical Assistance and Support
- Education Materials

DSHS INFO GRAPHIC
WHERE ARE WE NOW?

• Second learning session scheduled for June
• Scheduled Star Achiever discussions in other regions of Texas in conjunction with WIC
• Providing “soft touch” calls to Team Leaders
• Increased resources available -TexasTenStep.org
KEY RESOURCE LINKS

• http://texastenstep.org/starachiever-texastenstep/Star_Achiever_Ten_Step_Modules/resources-and-tools/ (Star Achiever hospital toolkit)
• http://www.nichq.org/our_projects/txbreastfeeding.html (NICHQ -Star Achiever information)
• http://www.onlineordersff.com/images/pdfs/11636.pdf (DSHS Initiatives Continuum Info-Graphic)
FOR MORE INFORMATION OR QUESTIONS, PLEASE CONTACT:

Veronica Hendrix, LVN, IBCLC, RLC
Texas Ten Step Program Coordinator
Nutrition Education Services Branch
Special Supplemental Nutrition Program for Women, Infants and Children (WIC)
Texas Department of State Health Services
(512) 341-4592 http://www.TexasTenStep.org

Follow Star Achiever on Twitter!
#TX10Step @NICHQ