

# PHYSICIANS' COMMITTEE FOR BREASTFEEDING IN RHODE ISLAND—2007 STRATEGIC PLAN

## Mission Statement

Vision: All babies in Rhode Island will be breastfed and breastfeeding will be accepted as the norm for infant feeding in Rhode Island.

Mission: The Physicians' Committee for Breastfeeding in Rhode Island (2001 inception) is a group of health care professionals working to protect, support, and promote breastfeeding in Rhode Island. Members include physicians, pharmacists, midwives, nurses, lactation consultants, and public health professionals. The group focuses on changing systems related to health care through legislation, policy advocacy, and provider-to-provider relations. The group serves as the official Breastfeeding Committee of the Rhode Island Chapters of the American Academy of Pediatrics and the American Academy of Family Physicians.

Goal: Increase breastfeeding rates and durations to improve the health of mothers and babies in Rhode Island.

## Intermediate Objectives

### HP 2010 Breastfeeding Objectives

By 2010, increase to 75% the proportion of mothers who breastfeed their babies in the early postpartum period.

By 2010, increase to 50% the proportion of mothers who breastfeed their babies for at least six months.

By 2010, increase to 25% the proportion of mothers who breastfeed their babies for at least 12 months.

By 2010, increase to 60% the proportion of mothers who breastfeed their babies exclusively for three months. (Pending HP 2010 Objective)

By 2010, increase to 25% the proportion of mothers who breastfeed their babies exclusively for six months. (Pending HP 2010 Objective)

## Legend

(C) = Complete

(IP) = In progress

(\$) = Requires funding

BFHI = Baby-Friendly Hospital Initiative

HEAL = Healthy Eating and Active Living Collaborative

HEALTH = Rhode Island Department of Health

PCBRI = Physicians' Committee for Breastfeeding in Rhode Island

RIBC = Rhode Island Breastfeeding Coalition

SBC = State Breastfeeding Coordinator

VNA = Visiting Nurse Agency

WIHRI = Women & Infants Hospital of Rhode Island

WIC = Women, Infants and Children Supplemental Food Program

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Outreach: PCBRI Membership Growth

Strategy: Expand and diversify membership in the Physicians' Committee for Breastfeeding in Rhode Island

Community Partners:

Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Identify potential partner organizations / professional groups	Documentation of potential partners		
2) Conduct outreach with potential partner organizations / professional groups	Documentation of successful contacts and new members		
3) Encourage and sustain active partnerships with organizations	Continued participation of newly identified members in Coalition		

Partnerships: Disease Prevention Organizations (+RIBC)

Strategy: Develop partnerships and resources with disease prevention organizations

Community Partners: PCBRI, HEALTH's Initiative for a Healthy Weight (IHW); IHW Healthy Eating and Active Living Collaborative (HEAL); March of Dimes Prematurity Task Force

Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Provide RIBC representation and input in relevant HEAL workgroups	Assignment of RIBC members to HEAL workgroups; record of participation at HEAL workgroup meetings	Ongoing	SBC, Cullinen, RIBC workgroup members
2) Participate in MOD Prematurity Task Force	Evidence of RIBC / PCBRI member participation	Ongoing	PCBRI: Viehmann to contact Hollinshead, Flanagan

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Outreach: World Breastfeeding Week (+RIBC)

Strategy: Coordinate activities to promote and celebrate World Breastfeeding Week

Community Partners: HEALTH, Westerly Hospital, PCBRI

Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
Develop press release for distribution during WBW 2007 that reflects statewide activities including: <ol style="list-style-type: none"> <li>1) RIBC fifteen year anniversary</li> <li>2) Westerly certification as BFHI</li> <li>3) Breastfeeding-Friendly Workplace Awards</li> </ol>	Completed press release; evidence of media coverage	July 2007	HEALTH (SBC) & RIBC (Chair)
Formalize Westerly's adoption of the Baby-Friendly Hospital Initiative (see <b>Partnerships / Advocacy: Baby-Friendly Hospital Initiative</b> )	Official recognition of Westerly as a Baby-Friendly Hospital	Summer 2007	Fenick, Andrews & Desmond
Distribute and promote 2 <sup>nd</sup> annual Breastfeeding-Friendly Workplace Awards (see <b>Partnerships / Advocacy: Employer Partnerships</b> )	Evidence of award distribution	WBW 2007	PCBRI (Moren & Dugan)
For all other proposed <b>statewide</b> activities: <ol style="list-style-type: none"> <li>1) Identify outreach focus and strategy</li> <li>2) Develop outreach strategy and materials</li> <li>3) Coordinate and enact outreach strategy</li> </ol>		Spring 2007 Spring 2007 Summer 2007	

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Outreach / Education: Health Care Provider Resources

Strategy: Provide professional breastfeeding resources to health care providers

Community Partners: PCBRI, birthing hospitals, VNAs, WIC agencies, Community Health Centers, clinician practices, other perinatal providers

Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
<b>1)</b> Coordinate ongoing distribution of RI Loving Support breastfeeding resources for providers with community partners by request through SBC or HEALTH Distribution Center --Breastfeeding Pocket Guide for Providers (Eng) -- RI Breastfeeding Resource Directory (Eng)	HEALTH Distribution Center tracking	Ongoing	SBC & HEALTH Communications
<b>2)</b> Coordinate ongoing distribution of RI Loving Support breastfeeding resources for providers at identified provider forums	Record of participation at provider forums	Ongoing	SBC & HEALTH Communications
<b>3)</b> Update, reproduce and post new materials on web as needed --Work with PCBRI & RIBC members to update -- Work with HEALTH Communications to print (\$) --Distribute and promote directory use among health care providers and community partners	Samples of updated materials; print job documentation; evidence of web postings	Pocket Guide 12/04; 11/06 BRD 03; 6/05; 3/07; late 2008	SBC, PCBRI & RIBC members, HEALTH Communications
<b>4)</b> Develop general lactation information to fax / mail to clinicians with lactation consultant report	Approved lactation information summary; documentation of delivery to clinicians		Jackie Tetreault
<b>5)</b> Provide feedback on positive and negative clinician / practice reports	Record of provider contacts	Ongoing	SBC & PCBRI
<b>6)</b> Collaborate with Hasbro Children's Hospital to develop breastfeeding support and promotion resources for employees and patients (\$)	Lifespan lactation support policy 8 Hasbro staff trained as CLCs	October 2006 December 2006	Sandi Gabriel & Maureen Pearlman

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Partnerships / Advocacy: Employer Partnerships

Strategy: By 2010, increase the number of worksites that implement policies, programs and environments that support breastfeeding mothers

Community Partners: SBC, local businesses, Chambers of Commerce (COCs), Worksite Wellness Council of RI, HEALTH's Healthy Rhode Island 2010, Governor's Wellness Initiative, Governor's *Get FIT RI*, US Maternal and Child Health Bureau

Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Develop mechanism to recognize and promote breastfeeding-friendly worksites	Breastfeeding-Friendly Workplace award completed event and media coverage	Winter-Summer 2006 (C)	Moren & Dugan
2) Produce and distribute materials, post on HEALTH website	employer website at <a href="http://www.health.ri.gov/family/breastfeeding/workplaces.php">www.health.ri.gov/family/breastfeeding/workplaces.php</a>	Winter-Summer 2006 (C)	Moren & Dugan
3) Partner with Governor's Wellness Initiative to promote award	Confirmed co-sponsorship by Get Fit RI!	Spring/Summer 2007 (IP)	Dugan
4) Sustain recognition program in subsequent years	Annual event, media coverage, web updates	Ongoing	Moren & Dugan
5) Develop materials for intervention program (e.g. sample policies and procedures, promotional and instrumental materials for breastfeeding rooms, funding information, training module) to complement pending materials developed by the Maternal and Child Health Bureau		Holding for DHHS employer kits	
6) Test materials with community partners, employers and COCs		Holding for DHHS employer kits	
7) Adapt materials based on feedback		Holding for DHHS...	
8) Develop and implement plan to deliver program to community partners and employers		Holding for DHHS employer kits	
9) Produce and distribute materials, post on HEALTH website		Holding for DHHS employer kits	
10) Partner with COCs to provide info to small businesses		Ongoing	
11) Provide breastfeeding education and access to relevant community resources to employers and their employees		Ongoing	
12) Strengthen legislation supporting breastfeeding in the workplace		Fall 2007-Spring 2008	

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Partnerships / Advocacy: Pharmacist Networking & Education

Strategy: By 2010, increase the number of maternity care hospitals, private clinical practices, and commercial pharmacies in Rhode Island that utilize breastfeeding pharmacology resources.

Community Partners: University of Rhode Island (URI) School of Pharmacy, commercial pharmacies, RI Pharmacists Association, other professional pharmacist organizations, SBC

Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Promote the widespread use of Thomas Hale’s “Medications and Mother’s Milk” resource guide and online breastfeeding pharmacology resources	Evidence of local distribution and use	Ongoing	Hale, Taylor & Dugan
2) Work with URI to take on breastfeeding pharmacology as a clinical project and to integrate use of Hale into the curriculum	Record of progress on URI collaboration	2005 (C)	Musial & Dugan
3) Collaborate with CVS Headquarters to provide and distribute “Medication and Mother’s Milk” books to all CVS pharmacies	Successful distribution of book to all CVS branches	Winter/Spring 2007 (IP)	Moren & Dugan
4) Collaborate with pharmacist partners to promote breastfeeding pharmacology and education through their professional organizations	Record of collaboration; completed talks at professional organizations		FP Med Student

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Partnerships / Advocacy: Health Insurer Partnerships (+HEAL +RIBC)

Strategy: By 2010, all Rhode Island health insurers will increase their standard, reimbursable service coverage for lactation support services, breastfeeding classes, and breastfeeding equipment (e.g. breast pumps)

Community Partners: PCBRI, SBC, Blue Cross Blue Shield, UnitedHealthcare, Neighborhood Health Plan of Rhode Island

Proposed Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Further develop existing relationships with partner insurers		Ongoing	SBC & RIBC
2) Encourage and provide technical support for insurers to provide additional breastfeeding benefits to RIte Care & commercial subscribers	Evidence of benefit and policy changes by insurers	Ongoing	PCBRI & SBC Gabriel: Lifespan Home Medical
3) Identify and enhance ways that insurers notify consumers and providers about benefits (e.g., subscriber education packets, subscriber newsletters, magazines, physician bulletins).	Evidence of breastfeeding information distribution to subscribers	Ongoing	SBC & RIBC
4) Promote the Rhode Island Breastfeeding Coalition and the Physicians' Committee for Breastfeeding in Rhode Island as experts for consultation on breastfeeding issues.		Ongoing	RIBC & PCBRI
5) Update benefit criteria grid annually	Routinely updated insurance grid for each major Rhode Island insurer posted on HEALTH Breastfeeding Web Pages	Ongoing	SBC
6) Educate health care providers about accessing and utilizing of insurance benefit information		Ongoing	RIBC Members

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Partnerships / Advocacy: Baby-Friendly Hospital Initiative (+HEAL +RIBC)

Strategies:

By 2010, increase the number of maternity care hospitals in Rhode Island that are designated as Baby-Friendly in accordance with the UNICEF/WHO Baby-Friendly Hospital Initiative. (RIBC, HEALTH)

By 2012, all maternity care hospitals in Rhode Island will implement at least five (5) of the Baby-Friendly Hospital Initiative's "Ten Steps to Successful Breastfeeding." (RIBC, HEALTH)

Community Partners: RIBC, PCBRI, SBC, maternity care hospitals, South County Hospital, Newport Hospital, Boston Medical Center

Proposed Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Partner with maternity care hospitals to promote the evidence and <i>Ten Steps to Successful Breastfeeding</i> to hospitals and affiliated providers in Rhode Island	BFHI activity tracking logs	Ongoing	WIHRI: Pearlman, Tamborelli, Zembo Westerly: Fenick, Andrews; Desmond Memorial: Susanna Magee, Julie Taylor Kent: Tetreault to partner w/ Pearlman
2) Send letters endorsed by the RI Department of Health and the RI Breastfeeding Coalition with HEALTH Director's signature encouraging all birthing hospitals not yet certified to adopt the Baby Friendly Hospital Initiative (BFHI)	Completed letters; record of correspondence	June 2005 initial & follow-up (C) Spring 2007	SBC
3) Monitor hospital responses and actions regarding adoption of BFHI	Record of correspondence with SBC; BFHI activity tracking logs (Westerly & WIHRI); verification of Certificates of Intent filed with Baby-Friendly USA (Westerly 1/07); confirmation of BFHI certification with Baby-Friendly USA	Ongoing	SBC & BFHI hospital advocates (noted above)
4) Provide technical support to hospitals interested in initiating the BFHI certification process and providing training for staff	BFHI activity tracking logs	Ongoing	BFHI hospital advocates (noted above)

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Proposed Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
5) Involve hospital boards, administrators and affiliated physicians as needed for approval and support, utilizing administrators from local Baby-Friendly certified hospitals	BFHI activity tracking logs	Ongoing	BFHI hospital advocates (noted above)

Partnerships / Advocacy: Minimize Infant Formula Promotion (HEAL +RIBC)

Strategy: By 2012, increase the number of maternity care hospitals, public health clinics, and facilities that implement policies that ban the use of informational and educational materials provided by or bearing the logos of infant formula manufacturers.

Community Partners: RIBC, SBC, maternity care hospitals, professional associations

Proposed Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Partner with professional associations to advocate for enforcement of the WHO Code for the Marketing of Breast Milk Substitutes (the Code)	Evidence of correspondence with / presentations to professional associations		
2) Educate hospital administrators, public health clinic administrators, insurers and private physicians about the evidence base regarding the negative effect of formula marketing on breastfeeding rates and duration	Evidence of elimination of formula discharge bags in different settings (WIHRI pilot started Fall 2006)		PCBRI & RIBC members, BFHI hospital advocates,
3) Provide technical assistance and support to facilities to assist them in implementing the Code	Donation to WIHRI for pilot breastfeeding bags	Fall 2006	SBC, PCBRI & RIBC members
4) Publicly recognize facilities that comply with the Code	Evidence of promotion of compliant facilities		
5) Support local and national efforts to promote bag-free facilities (e.g. Ban the Bags)	Donation to Ban the Bags	Fall 2006	RIBC

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Education: Continuing Education for Health Care Providers (HEAL)

Strategy: By 2012, culturally appropriate, evidence-based breastfeeding training will be integrated into continuing education requirements for all maternal and child health nurses and into the curriculum at all health professional schools in Rhode Island.

Community Partners: PCBRI, RIBC, SBC, medical schools, nursing schools, accrediting organizations

Proposed Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Partner with medical and nursing schools and clinician accrediting organizations			Julie Taylor
2) Evaluate existing education available through medical and nursing schools and accreditation requirements related to breastfeeding			Julie Taylor
3) Develop training recommendations for educational institutions and certifying recommendations for accrediting organizations			Julie Taylor
4) Provide technical assistance to partners to maintain accreditation standards			Julie Taylor

CDC / JAHCO?

BPPOP = Breastfeeding Promotion in Physician Offices and Practices

PPEP = Pediatric Practice Enhancement Program