

PHYSICIANS' COMMITTEE FOR BREASTFEEDING IN RHODE ISLAND

2008 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 Rhode Island Breastfeeding Coalition (1992 inception, non-profit status) is a coalition of community organizations working to protect, promote, and support breastfeeding in Rhode Island. Members represent local birthing hospitals, health insurance companies, WIC, visiting nurse organizations, Early Head Start Programs, public health clinics, private clinical practices, La Leche League, research organizations, and the Department of Health. The coalition primarily focuses on increasing breastfeeding knowledge and awareness among breastfeeding families and health care professionals, building community partnerships, and developing community resources.

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

Light text represents initiatives and / or activities led by PCBRI

Shaded rows represent inactive initiatives

(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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Education: Continuing Education for Health Care Providers (PCBRI + 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: AAP Section on Breastfeeding, RIBC, SBC, medical schools, nursing schools, accrediting organizations

Proposed Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
5) Identify nurse champion at each nursing school (URI: Lynn Blanchette? RIC: Diane Thulier?)			RIBC
1) Partner with medical and nursing schools and clinician accrediting organizations		Hold for mid-2009 Brown integrated MD curriculum	Julie Taylor & nurse champions
2) Evaluate existing education available through medical and nursing schools and accreditation requirements related to breastfeeding			Julie Taylor & nurse champions
3) Develop training recommendations for educational institutions and certifying recommendations for accrediting organizations			Julie Taylor & nurse champions
4) Provide technical assistance to partners to maintain accreditation standards			Julie Taylor & nurse champions

CDC / JAHCO?

BPPOP = Breastfeeding Promotion in Physician Offices and Practices

PPEP = Pediatric Practice Enhancement Program

PHYSICIANS' COMMITTEE FOR BREASTFEEDING IN RHODE ISLAND

Education: Physician Education (PCBRI) (\$)

Strategy: Provide educational opportunities for physicians working in Rhode Island.

Community Partners: Brown Medical School, birthing hospitals

Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Collaborate with community partners to identify and implement breastfeeding training opportunities for medical students and physicians	Record of completed trainings	Ongoing	Viehmann & Taylor

Outreach: PCBRI Membership Growth (PCBRI)

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	Ongoing	PCBRI Members
2) Conduct outreach with potential partner organizations / professional groups	Documentation of successful contacts and new members	Ongoing	PCBRI Members
3) Encourage and sustain active partnerships with organizations	Continued participation of newly identified members in Coalition	Ongoing	PCBRI Members

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Outreach / Education: Client and Family Resources

Strategy: Provide clients and families with prenatal and postpartum breastfeeding resources

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

Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Coordinate ongoing distribution of RI Loving Support breastfeeding promotion materials with community partners (English & Spanish) --Tips & Resource for Breastfeeding Moms / WIC Breastfeeding Your Baby brochure --Breastfeeding Record for Baby's First Week --Breastfeeding law Wallet Cards	HEALTH Distribution Center tracking	Ongoing	SBC & HEALTH Communications
2) Coordinate ongoing distribution of RI Loving Support breastfeeding promotion materials at identified public forums	Record of participation at public forums	Ongoing	SBC & HEALTH Communications
3) Update and reproduce RI Loving Support breastfeeding promotion materials as needed (\$)	Samples of updated materials; print job documentation	Ongoing	SBC & HEALTH Communications

Outreach / Education: Health Care Provider Resources (RIBC + PCBRI)

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
1) 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

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Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
2) 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
3) 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
4) Develop general lactation information to fax / mail to clinicians with lactation consultant report	Approved lactation information summary; documentation of delivery to clinicians	Inactive	Jackie Tetreault
5) Provide feedback on positive and negative clinician / practice reports	Record of provider contacts	Inactive	SBC & PCBRI
6) Develop prescription for breastfeeding equipment and lactation support services	<ul style="list-style-type: none"> ▪ Completed prescription posted on PCBRI website and emailed ▪ Evidence of prescription utilization 	Summer 2008	Van Vleet & Moren
7) Collaborate with Hasbro Children's Hospital to develop breastfeeding support and promotion resources for employees and patients (\$)?	<ul style="list-style-type: none"> ▪ Lifespan lactation support policy instituted October 06; Hasbro receives Breastfeeding-Friendly Workplace Award August 07 (Cindy Scott) ▪ 8 staff complete CLC training Dec 06 ▪ WBW display mounted Aug 1-7, 07 ▪ Hasbro RN visited Newport 4/10; Gabriel to visit Hasbro (date TBA) 	Ongoing	Sandi Gabriel

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

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 (BFHI). (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: S Magee Kent: Tetreault to partner w/ Pearlman
2) HEALTH Director to send letters encouraging and acknowledging hospital progress toward BFHI	Completed letters; record of correspondence	Ongoing	SBC & HEALTH
3) Monitor hospital responses and actions regarding adoption of BFHI	Record of correspondence with SBC; BFHI activity tracking logs (WIHRI); verification of Certificates of Intent filed with Baby-Friendly USA; 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	SBC & BFHI hospital advocates (noted above)
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	HEALTH & BFHI hospital advocates (noted above)
6) Explore BFHI opportunities created by Lifespan & Care New England merger	Evidence of BFHI activity associated with merger	Inactive	PCBRI

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

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: PCBRI, SBC, maternity care hospitals, professional associations

Proposed Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) 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 <ul style="list-style-type: none"> ▪ WIHRI pilot started Fall 2006; WIHRI negotiating formula purchase 1/08 ▪ Professional organization partner letter sent to hospital administrators 10/07 	Ongoing	PCBRI & RIBC members, BFHI hospital advocates
2) Provide technical assistance and support to facilities to assist them in implementing the Code	Evidence of technical assistance provision <ul style="list-style-type: none"> ▪ IHW donation to WIHRI for breastfeeding bag pilot Fall 2006 	Ongoing	SBC, PCBRI & RIBC members
3) Publicly recognize facilities that comply with the Code	Compliance survey development? Evidence of promotion of compliant facilities (i.e. "I Comply" decals + HEALTH recognition of compliance)	Inactive	PCBRI, SBC
4) Support local and national efforts to promote bag-free facilities (e.g. Ban the Bags)	Evidence of local and national support <ul style="list-style-type: none"> ▪ Ban the Bags donation Fall 2006 ▪ Mail Ban the Bags postcards to local health care provider offices 	Ongoing	RIBC

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Partnerships / Advocacy: Employer Partnerships (PCBRI)

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 *Get FIT RI*, US Maternal and Child Health Bureau

Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Sustain annual Breastfeeding-Friendly Workplace Award recognition and promotion	Annual event, media coverage, web updates	Ongoing	Moren & Dugan
2) Identify community partners for collaboration and promotion of DHHS "Business Case for Breastfeeding" lactation support toolkit, i.e. COCs, WWCRI, Head Start. Etc.	List of community partners; contact log	Spring 2008 (C)	Moren & Dugan
3) Develop plan to distribute DHHS "Business Case for Breastfeeding" lactation support toolkit to community partners and employers	Completed distribution plan	Spring 2008 (C)	Moren & Dugan
4) Implement plan to distribute DHHS "Business Case for Breastfeeding" lactation support toolkit to community partners and employers	Documented employer visits and resource distribution	Summer & Fall 2008	Moren & Dugan (leads) & Employer Outreach Team
5) Compile and / or develop complimentary state materials to distribute with DHHS "Business Case for Breastfeeding" lactation support toolkit to community partners and employers	Completed complimentary materials	Summer & Fall 2008	Dugan
6) Post relevant updates on HEALTH website	Updated HEALTH web pages	Ongoing	Dugan
7) Provide ongoing breastfeeding education and access to relevant community resources to employers and their employees	Documentation of ongoing activities	Ongoing	TBA

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

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, Healthy Babies, Happy Moms Inc. (HBHM), 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	Evidence of insurer correspondence with and participation in RIBC	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 (see attached table for dates and details)	Ongoing	PCBRI, HBHM, SBC & Health 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	Evidence of insurer collaboration with RIBC and PCBRI 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 access and utilization of insurance benefit information	Evidence of effective benefit access and utilization	Ongoing	RIBC Members
7) Advocate for IBCLC licensure in Rhode Island	Evidence of IBCLC licensure in regulation	Ongoing	Woodard & Fink

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Partnerships / Advocacy: Legislative Advocacy (PCBRI)

Strategy: By 2010, strengthen statewide legislation supporting breastfeeding families

Community Partners: SBC, HEALTH, PCBRI, RIBC, elected officials, local businesses, business organizations, breastfeeding families

Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Strengthen legislation supporting breastfeeding in public	Evidence of new legislation <ul style="list-style-type: none"> ▪ S2283 / H7467 introduced 2/08 ▪ Passed into law 7/08 	Winter / Spring 2008	Viehmann & SBC
2) Strengthen legislation supporting breastfeeding in the workplace	Evidence of new workplace legislation	Inactive	Viehmann & SBC
3) Promote national breastfeeding legislation locally	Evidence of local promotion of national breastfeeding legislation	Inactive	Viehmann

Partnerships / Advocacy: Pharmacist Networking & Education (PCBRI)

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 <ul style="list-style-type: none"> ▪ Newport Hospital and Lifespan approve purchase of MMM Online for RI Hospital, Miriam, Hasbro, Newport and eventually WIHRI and Kent (CNE) 	Ongoing	Gabriel, Taylor & Dugan
2) Collaborate with pharmacist partners to promote breastfeeding pharmacology and education through their professional organizations	Record of collaboration; completed talks at professional organizations	Inactive	
3) Collaborate with independent pharmacies (11) to distribute copies of MMM	Record of pharmacy distribution and utilization of MMM	Inactive	