Pediatricians’ Role in the Mississippi CHAMPS Initiative and Opportunities for CHAMPS National

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Conflicts of Interest

• I have no actual or potential conflict of interest in relation to this presentation

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Background: CHAMPS-Communities and Hospitals Advancing Maternity Practices

- CHAMPS aims to:
  - Increase breastfeeding rates and decrease racial disparities
  - Improve maternity and child health practices
  - Engage with hospitals and communities
  - Change hospital and community norms
- CHAMPS has operated in Louisiana, Mississippi, Tennessee and Texas; IHS and Tribal birth hospitals in Arizona, New Mexico, Oklahoma, North and South Dakota, Montana and Alaska
Background – Implementation Science (IS)

• The study of what works or does not work

• IS specialists have developed different methodologies to ‘study what worked’ (or didn’t)

• Quality Improvement can also assess what works, but QI is simpler and tends to be more specific. “Did we improve the breastfeeding rate?”

• IS methods are more suited to figure out if big programs worked “Did we reach a lot of people? Did it work in different population sectors?”

• It has become more than a little complex, trying to assess which methods best assess what worked where when in what circumstances........
## Background: The RE-AIM Framework

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RE-AIM analysis of CHAMPS: Rationale

• CHAMPS has had documented success increasing hospital breastfeeding rates and decreasing racial disparities, but its broader impact had not been studied

• Established IS frameworks are rarely used to assess breastfeeding interventions

• Two goals really – to assess MS CHAMPS, and to apply and raise awareness of implementation science in the breastfeeding world
Methods

• We used a quantitative and qualitative data to inform the RE-AIM process
  • Monthly data from CHAMPS hospitals on breastfeeding initiation, exclusivity, skin-to-skin, rooming-in; by race; from enrollment to Aug 2020
  • Data from the WIC program – breastfeeding rates, and engagement of workforce
  • Qualitative data from nursing focus groups about their experiences with Baby-Friendly implementation

Photo of one of the focus group setup
Outcomes: Reach

• By 2019, CHAMPS reached 98% of the MS eligible birthing population through hospital-based engagement
  • 99% of black births
  • 97% of white births
• By 2019, 65% of WIC peer counselors in MS had been exposed to CHAMPS
• CHAMPS reached the people it was supposed to reach
Qualitative findings: Reach

“No now our patients... they kind of know, or they’re telling their friends about [Baby-Friendly practices] now too, and it is getting more widely known and accepted.”

- Nurse focus group participant
Outcomes: Effectiveness

- Breastfeeding initiation rates rose significantly from 56% to 66%
  - Disparity between Blacks and Whites decreased significantly by 17 percentage points
- Exclusive breastfeeding rates increased from 26% to 37% (p<.05)
- Skin-to-skin and rooming-in rates increased significantly
- CHAMPS effectively raised breastfeeding rates
Outcomes: Effectiveness

- Proportion of Mississippi WIC families doing “any breastfeeding” increased significantly from 5% to 15% (p<.05) from 2010 to 2019, when compared to a synthetic control
Qualitative outcomes: Effectiveness

“...the patients are in a better place. I mean, they just get so much more information and education from every different nurse they come in contact with, because of the Baby-Friendly and they have more people helping them to be successful .....I’ve seen a huge difference in the patients.”

– Nurse focus group participant
Outcomes: Adoption

- 95% of eligible MS hospitals enrolled into CHAMPS
- 25 community organizations engaged with CHAMPS
  - Engagement was defined as participation in a CHAMPS event or interacting with CHAMPS on social media
- CHAMPS was applied in settings where we wanted it to be applied

“I think now it [BFHI] is just routine for all of us and I don’t think we even really think about it necessarily anymore. Like, it’s hard to remember what we used to do because we do that now.”

– Nurse focus group participant
Key Findings: Implementation

>1600 trained at 95 trainings by Aug 2020

80% of WIC districts had engaged with CHAMPS
Key Findings: Implementation

- Over 2000 nurses and doctors were trained through CHAMPS-MS
- About 125 were trained as trainers themselves
- 26 hospitals trained their doctors to meet the requirements of BFHI
  - Trained directly by CHAMPS faculty
  - Interprofessional Education 3-hour Course UMMC (IPE)
    - [https://breastfeeding.inspire-health.org/global/](https://breastfeeding.inspire-health.org/global/)
  - Free online 3-hour course through Northeastern or Coffective
WHO Ten Steps Requires Doctors to Have Knowledge, Skills and Attitudes (KSA) to Support Breastfeeding (not simply pass a test)

- assess a breastfeed
- help a mother to position herself and her baby for breastfeeding
- help a mother to attach her baby to the breast
- explain to a mother about the optimal pattern of breastfeeding
- help a mother to express her breast milk
- help a mother to breastfeed a low-birth-weight baby or sick baby
Key Findings: Maintenance

- 100% of designated CHAMPS hospitals retained their Baby-Friendly status
- 100% of hospitals maintained enrollment in CHAMPS
Key Findings: Maintenance

“I was like, there’s no way that all that’s going to change, but it has changed. And I can see out in the future, there could be so much more change as far as the way childbirth and moms and babies are treated in the hospital.”

– Nurse focus group participant
Discussion

• Mississippi CHAMPS accomplished broad, measurable, positive, quantitative and qualitative outcomes
• Breastfeeding rates increased significantly and most hospitals became Baby-Friendly designated
• Community members participated in CHAMPS events and engaged meaningfully with hospital partners
• Pediatricians are important stakeholders and must participate in educational components
• What’s New?...Breastfeeding Competencies (knowledge, skills and attitudes)
• What’s New?...CHAMPS National!
CHAMPS National: Enrolling 100 hospitals

Key Driver Diagram

CHAMPS National Aims

By project completion, breastfeeding initiation will increase by at least 10 percentage points.

Racial disparities between Black & White patients will decrease by at least 15 percentage points.

Supplemental formula use will decrease by at least 11 percentage points.

Primary Drivers

Safe compliance with the Ten Steps to Successful Breastfeeding

Decrease in institutional racism and barriers associated therewith

Quality assurance from national systems and professional organizations

Effective QI staff training

Secondary Drivers

100% of relevant staff trained in safe implementation of breastfeeding supportive care

Increase skin-to-skin and rooming-in rates by at least 50 percentage points

Safety training and balancing measures (infant falls, sudden unexpected postnatal collapse, maternal satisfaction) in place

Adherence to the International Code of Marketing of Breast Milk Substitutes

Hospital training in cultural humility

Senior team members and educators of color

QI data collected and analyzed by race/ethnicity to evidence disparities

Professional organizations offer guidance and support

Regulators provide oversight and quality assurance

Hospital system and insurers incentivize evidence-based care

100% of relevant staff trained in essential QI methodology

100% of improvement teams trained to lead QI work onsite

Continuous QI data collection & review of key process and outcomes
CHAMPS National Consultants & Subcontractors
As a Pediatrician I Can:

- Help hospital write or revise policies such as skin-to-skin, rooming-in, hypoglycemia, hyperbilirubinemia
- Advocate for exclusive breastfeeding initiation with an equity lens
- Become educated or educate peers about breastfeeding
- Complete the CHAMPS IPE: https://breastfeeding.inspire-health.org/global/
- Help hospital implement the WHO Code, begin by eliminating discharge packs supplied by commercial milk formula
- Collect and analyze breastfeeding initiation rates and stratify by race/ethnicity
- Lean in to (don’t resist) change that is an improvement
CHAMPS National Enrolls First 10 Hospitals

- Athens Limestone Hospital
- Northport Medical Center
- DCH Regional Medical Center
- Baptist Medical Center East
- Baptist Medical Center South
- Whitfield Regional Hospital
- CAMC Women and Children's Hospital
- Colquitt Regional Medical Center
- Inspira Health Center Vineland
- Inspira Medical Center Mullica Hill
CHAMPS National


- And e-mail to: champs.breastfeed@gmail.com

- For more information: https://cheerequity.org/champsnational/
Conclusion

• Widespread change in healthcare practices is possible when programs are designed and executed in partnership with diverse institutions and community groups

• Pediatricians are necessary for implementation of the Ten Steps and projects such as CHAMPS National

• New requirements for demonstrated competencies in knowledge, skills, and attitudes provides a framework for better care
For more detail...
