

Exclusive Human Milk Use in the Nursery Charter

Problem Statement:

Overwhelming scientific evidence demonstrates significant health advantages of breastfeeding, for both the infant and mother, when it is continued through the first six months of life. Establishing exclusive breastfeeding at the time of discharge markedly increases the likelihood that breastfeeding will continue through the first six months of an infant's life. Only 60% of North Carolina infants are discharged exclusively breastfeeding. Maternity centers in North Carolina are committed to the promotion of exclusive breastfeeding but use a variety of methods in an inconsistent fashion to support the initiation and exclusivity of breastfeeding during hospitalization.

Mission:

Provide the education and support necessary to maximize mothers' desire and ability to nourish their infants with human milk at the time of hospital discharge.

Aim:

Create a multidisciplinary hospital based community focused on increasing by 50% the number of infants discharged exclusively breastfeeding in North Carolina Maternity Care Centers by 30 September 2012.

Scope:

Working with perinatal quality improvement teams in participating centers the initiative will focus on the time between the admission of a pregnant woman for delivery and the discharge of the mother baby dyad.

Method:

Invite teams from maternity centers to participate in the collaborative organized by PQCNC to include learning sessions, web conferencing and coaching to support perinatal quality improvement teams (PQIT's) to use quality improvement strategies to implement elements of the action plan.

Measurement Strategy:

1. Number of babies discharged who are exclusively breastfed
2. Process measures that support achieving the ultimate outcome of increasing the number of infants who are exclusively breastfed.