



OKLAHOMA
BREASTFEEDING
RESOURCE CENTER

Becoming Baby-Friendly in Oklahoma

May 8, 2019 Webinar

Guide to all OBRC Trainings

By:

Sara Bellatti, MS

OBRC Office Administrator



Disclosure

- I **DO NOT** have a financial interest/arrangement or affiliation with one or more organizations that could be perceived as a real or apparent conflict of interest in the context of the subject of this presentation.



The OBRC Team



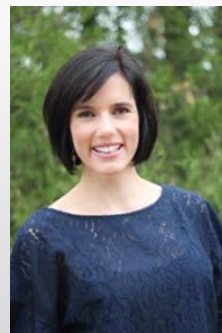
Becky Mannel



Petra Colindres



Sara Bellatti



Amanda Parsons

Announcements

- ▶ *New Hotline team member, Jaclyn Huxford*
- ▶ *Hotline is adding texting!*
- ▶ *Are you submitting your monthly breastfeeding data?*

- ▶ *May is:*
 - ▶ *May 6-12 is Nurses Week*
 - ▶ *May 13-19 is National Women's Health Week*
 - ▶ *Employee Health & Fitness Month*
 - ▶ *Teen Pregnancy Prevention Month*

Agenda

- Review of new online training platform, Digital Chalk
 - Why
 - How
 - Future Plans
- Review of MBE training curriculum
 - Why
 - What
 - How
- Review of BBB training curriculum
 - Why
 - What
 - How

BFHI Step #2 Staff Education Criteria

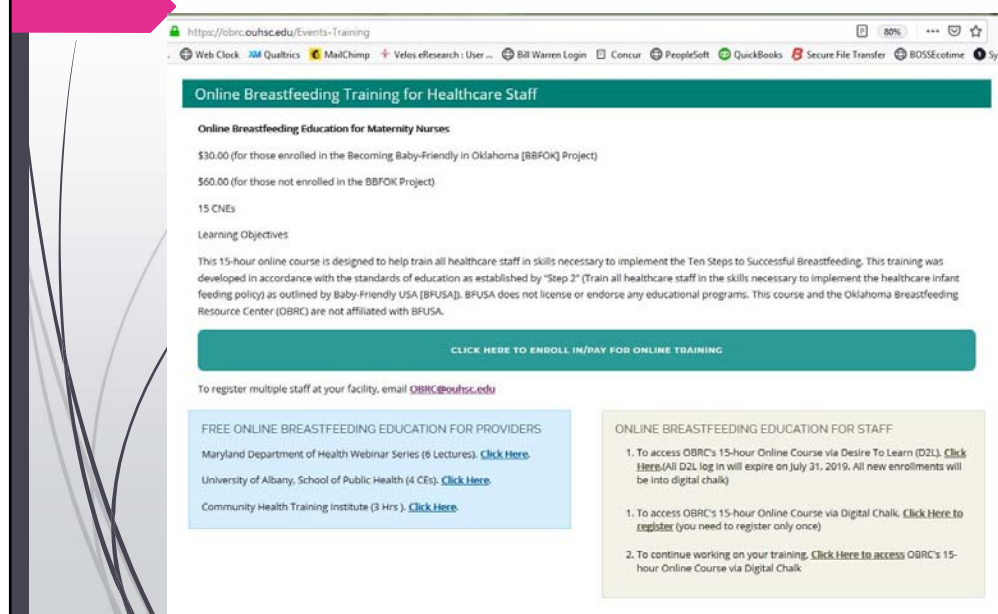
- Training for **nursing staff** on maternity should comprise of **20 hours**
 - 15 sessions of course topic and competency skills (identified by UNICEF/WHO)
 - 5 hours of supervised clinical experience.
- **Health care providers** (physicians, midwives, physician assistants, and advanced practice registered nurses) with privileges for labor, delivery, maternity, and nursery/newborn care should have a minimum of **3 hours** of breastfeeding management education pertinent to their role.

Online Training

BFHI Online Training Course

- New learning management platform – “Digital Chalk” (DC)
 - Registration page: <https://ouhsc-con.digitalchalk.com/dc/learn/bfhi-training-for-hospital-staff-by-obrc>
 - DC “log in” page: <https://ouhsc-con.digitalchalk.com/auth/login>
- Why choose OBRC’s online training?
 - Goal / Meets BBFOK requirements
 - Self-pay & self-enroll on one site!
- How to use DC
 - Let’s review the steps on how to use DC!...

BFHI Online Training Course

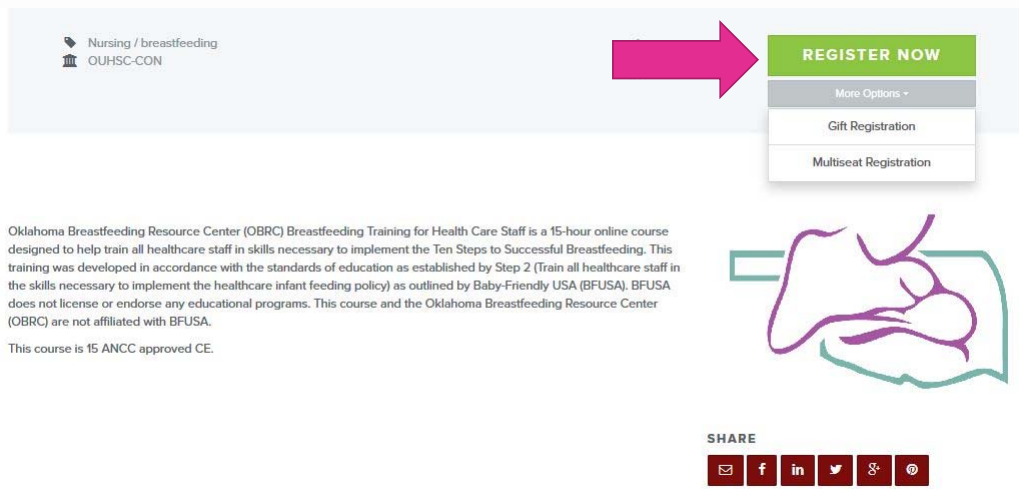


The screenshot shows the OBRC website with the URL <https://obrc.ouhsc.edu/Events-Training>. The page title is "Online Breastfeeding Training for Healthcare Staff". It lists the course details: "Online Breastfeeding Education for Maternity Nurses", a fee of \$30.00 (or \$60.00 for those not enrolled in the BBFOK Project), and 15 CNEs. A large green button says "CLICK HERE TO ENROLL IN/PAY FOR ONLINE TRAINING". Below this, there are two sections: "FREE ONLINE BREASTFEEDING EDUCATION FOR PROVIDERS" with links to Maryland Department of Health, University of Albany, and Community Health Training Institute; and "ONLINE BREASTFEEDING EDUCATION FOR STAFF" with instructions on how to access the 15-hour online course via Digital Chalk.

Links are housed on OBRC's Events/Training tab

► <https://obrc.ouhsc.edu/Events-Training>

Online Training Course Step #1



The screenshot shows the registration page for the "Nursing / breastfeeding" course at OUHSC-CON. A large green button says "REGISTER NOW". Below this, there are three options: "More Options +", "Gift Registration", and "Multiseat Registration". The course description states: "Oklahoma Breastfeeding Resource Center (OBRC) Breastfeeding Training for Health Care Staff is a 15-hour online course designed to help train all healthcare staff in skills necessary to implement the Ten Steps to Successful Breastfeeding. This training was developed in accordance with the standards of education as established by Step 2 (Train all healthcare staff in the skills necessary to implement the healthcare infant feeding policy) as outlined by Baby-Friendly USA (BFUSA). BFUSA does not license or endorse any educational programs. This course and the Oklahoma Breastfeeding Resource Center (OBRC) are not affiliated with BFUSA. This course is 15 ANCC approved CE." There is an illustration of a person breastfeeding. At the bottom, there is a "SHARE" button with social media icons for Facebook, LinkedIn, Twitter, and Google+.

Online Training Course Step #1

Nursing / breastfeeding
OUHSC-CON

REGISTER NOW

More Options +


Gift Registration

Multiseat Registration

Oklahoma Breastfeeding Resource Center (OBRC) Breastfeeding Training for Health Care Staff is a 15-hour online course designed to help train all healthcare staff in skills necessary to implement the Ten Steps to Successful Breastfeeding. This training was developed in accordance with the standards of education as established by Step 2 (Train all healthcare staff in the skills necessary to implement the healthcare infant feeding policy) as outlined by Baby-Friendly USA (BFUSA). BFUSA does not license or endorse any educational programs. This course and the Oklahoma Breastfeeding Resource Center (OBRC) are not affiliated with BFUSA.

This course is 15 ANCC approved CE.

SHARE



Online Training Course Step #2

Apply Code:

1. Stipend
2. BBFOK Discount
3. Multiple seat Purchase

The UNIVERSITY of OKLAHOMA
Health Sciences Center
Fran and Earl Ziegler College of Nursing

YOUR SHOPPING CART

ITEM	TOTAL
BFHI Training for Hospital Staff by OBRC	\$
TOTAL	\$

1

2

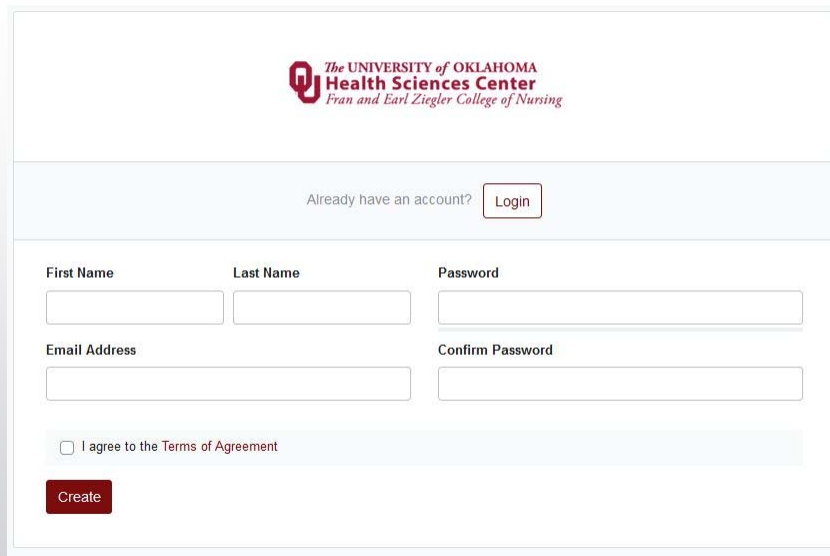
3

[Shop for More](#)

Online Training

Step #3

Create an account
for this self-paced
training.



The UNIVERSITY of OKLAHOMA
Health Sciences Center
Fran and Earl Ziegler College of Nursing

Already have an account? [Login](#)

First Name Last Name Password

Email Address Confirm Password

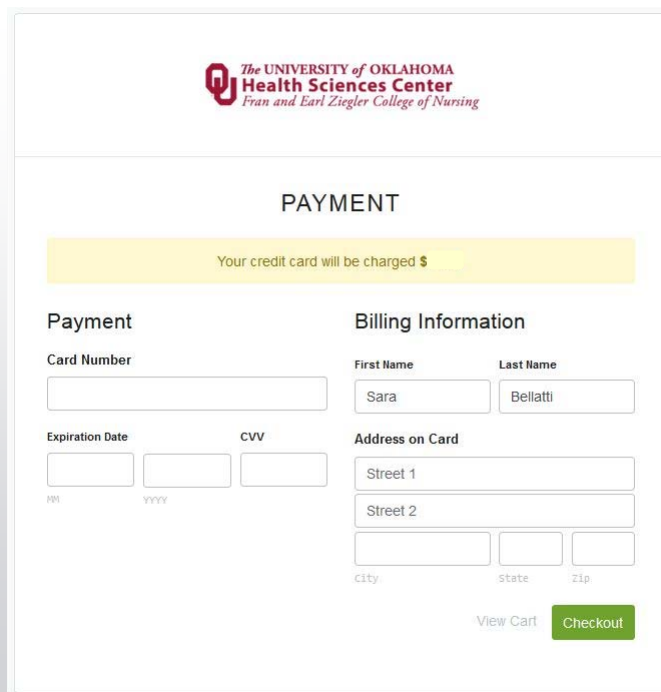
☐ I agree to the Terms of Agreement

[Create](#)

Online Training

Step #4

Payment
information for
those purchasing
the course



The UNIVERSITY of OKLAHOMA
Health Sciences Center
Fran and Earl Ziegler College of Nursing

PAYMENT

Your credit card will be charged \$

Payment

Card Number

Expiration Date CVV

MM YY

Billing Information

First Name Last Name

Address on Card

Street 1

Street 2

City State Zip

[View Cart](#) [Checkout](#)

Online Training Step #5

* Highest Level of Licensure

* Licensing State

* License Number

* IBCLC ☐ Yes ☒ No

OU College of Nursing Alumni ☐ Yes ☒ No

Interested in OU College of Nursing academic programs? ☐ Yes ☒ No

Phone Number

Street 1

Street 2

City

State/Province

Postal Code

Online Training


Step #6

Your account dashboard

University of Oklahoma Health Sciences Center
Pam and Earl Long College of Nursing

Sara Bellatti Account Help Sign Out

Dashboard Catalog Manage Courses Gradebook



Current Courses Completed Courses Search All Categories

2 of 2 courses listed

digitalCHALK JUMPSTART
BUILDING COURSES

DigitalChalk JumpStart - Building Courses

BPHI Training for Hospital Staff by OBRC
Oklahoma Breastfeeding Resource Center (OBRC) Breastfeeding Training for Health Care Staff is a 15-hour online course designed to help train all healthcare staff in skills necessary to implement the 'Ten Steps to Successful Breastfeeding'. This training was developed in...

Receipt Apr 8, 2019 2%

Online Training

Step #6

Your account dashboard

Online Training

Course Step #7

Launching the training

BFHI Training for Hospital Staff by OBRC

Oklahoma Breastfeeding Resource Center (OBRC) Breastfeeding Training for Health Care Staff is a 15-hour online course designed to help train all healthcare staff in skills necessary to implement the Ten Steps to Successful Breastfeeding. This training was developed in accordance with the standards of education as established by Step 2 (Train all healthcare staff in the skills necessary to implement the healthcare infant feeding policy) as outlined by Baby-Friendly USA (BFUSA). BFUSA does not license or endorse any educational programs. This course and the Oklahoma Breastfeeding Resource Center (OBRC) are not affiliated with BFUSA.

This course was created with content expertise contributed by Ingrid Dixon, BSN, RN, IBCLC and Rebecca Mannel, BS, IBCLC, FILCA. Framework for this course was based on content purchased from The Healthy Children Project in support of the Ten Steps to Successful Breastfeeding. Course editing and review provided by Cheryl Coleman, RN, IBCLC, Sarah Devane, RD/LD, IBCLC, Petra Colindres, RDN, IBCLC, Jayme Provine, BA, RN, IBCLC, BreeAnna Gibson, MD.

What is the Baby Friendly Hospital Initiative (BFHI)?

The Baby Friendly Hospital Initiative (BFHI) is a worldwide program of the World Health Organization and UNICEF, launched in 1991 following the Innocenti Declaration of 1990.

The Baby Friendly Hospital Initiative is a global effort for improving the role of maternity services to enable mothers to breastfeed babies for the best start in life. It aims at improving the care of pregnant women, mothers and newborns at health facilities that provide maternity services for protecting, promoting and supporting breastfeeding, in accordance with the International Code of Marketing of Breastmilk Substitutes.

Health facilities that meet the criteria for Baby Friendly can apply for accreditation as Baby Friendly.

Funding for the creation of this curriculum was provided by the Centers for Disease Control & Prevention (CDC) and the Coalitions of Oklahoma Breastfeeding Advocates (COBA).

This course is approved for 15 Nursing ANCC Approved Nursing CE.*

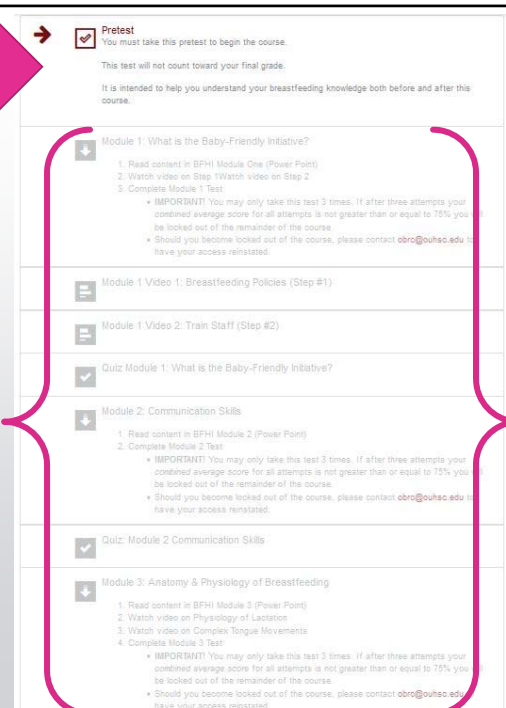
*The University of Oklahoma Fran and Earl Ziegler College of Nursing is an approved provider of continuing nursing education by the Continuing Nursing Education Group, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. (Certificate #UOC- 0616 – Approval expires 10/1/2019)

[Start Course](#)

0% completed
3 months remaining

Online Training Course Step #8

Take it one module at a time



Pretest
You must take this pretest to begin the course.
This test will not count toward your final grade.
It is intended to help you understand your breastfeeding knowledge both before and after this course.

Module 1: What is the Baby-Friendly Initiative?
1. Read content in BFHI Module One (Power Point)
2. Watch video on Step 1/Watch video on Step 2
3. Complete Module 1 Test:
• **IMPORTANT!** You may only take this test 3 times. If after three attempts your combined average score for all attempts is not greater than or equal to 75% you will be locked out of the remainder of the course.
• Should you become locked out of the course, please contact obrc@ouhsc.edu to have your access reinstated.

Module 1 Video 1: Breastfeeding Policies (Step #1)

Module 1 Video 2: Train Staff (Step #2)

Quiz Module 1: What is the Baby-Friendly Initiative?

Module 2: Communication Skills
1. Read content in BFHI Module 2 (Power Point)
2. Complete Module 2 Test:
• **IMPORTANT!** You may only take this test 3 times. If after three attempts your combined average score for all attempts is not greater than or equal to 75% you will be locked out of the remainder of the course.
• Should you become locked out of the course, please contact obrc@ouhsc.edu to have your access reinstated.

Quiz: Module 2 Communication Skills

Module 3: Anatomy & Physiology of Breastfeeding
1. Read content in BFHI Module 3 (Power Point)
2. Watch video on Physiology of Lactation
3. Watch video on Complex Tongue Movements
4. Complete Module 3 Test:
• **IMPORTANT!** You may only take this test 3 times. If after three attempts your combined average score for all attempts is not greater than or equal to 75% you will be locked out of the remainder of the course.
• Should you become locked out of the course, please contact obrc@ouhsc.edu to have your access reinstated.

OBRC Online Training Outline

Section 1: Discuss the rationale for professional, government and international policies that promote, protect and support breastfeeding in the United States

Section 2: Demonstrate the ability to communicate effectively about breastfeeding

Section 3: Describe the anatomy and physiology of lactation and the process of breastfeeding

Section 4: Identify teaching points appropriate for prenatal classes and in interactions with pregnant women

Section 5: Discuss hospital birth policies and procedures that support exclusive breastfeeding

Section 6: Demonstrate the ability to identify the hallmarks of milk transfer and optimal breastfeeding

Section 7: Discuss hospital postpartum management policies and procedures that support exclusive breastfeeding

Section 8: Discuss methods that may increase milk production in a variety of circumstances

Section 9: Identify teaching points to include when educating or counseling parents who are using bottles and/or formula

Section 10: Discuss contraindications to breastfeeding in the United States as well as commonly encountered areas of concern for breastfeeding mothers and their babies.

Section 11: Describe management techniques for breast and nipple problems

Section 12: Identify acceptable medical reasons for supplementation of breastfed babies according to national and international authorities

Section 13: Describe essential components of support for mother to continue breastfeeding beyond the early weeks.

Section 14: Describe strategies that protect breastfeeding as a public health goal

Section 15: Identify barriers and solutions to implementation of the Ten Steps to Successful Breastfeeding that comprise the Baby-Friendly Hospital Initiative

OBRC Online Training & BFHI Requirements

Title: Staff Training Requirements Checklist Revision date: 06/23/18
File name: OBRC-Staff Training Requirements Checklist Page 1 of 8

Baby-Friendly USA.
The gold standard of care

Staff Training Requirements Checklist

This tool will be used by a facility to evaluate whether an internal or external training curriculum covers all of the topics that are required by the Guidelines and Evaluation Criteria. Indicate where each subtopic is addressed within the training curriculum in as much detail as possible (e.g. page number, slide number, document title, module title).

Objectives	Content	Covered	Where content can be found
Discuss the rationale for professional, government and international policies that promote, protect and support breastfeeding in the United States.	Session 1: the BFHI – a part of the Global Strategy	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Module 1
	• The Global Strategy for Infant and Young Child Feeding and how the Global Strategy fits with other activities	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Module 1, slides 10-21
	• The Baby-Friendly Hospital Initiative	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Module 1, slides 5, 17, 22, 31-39 Module 7, slides 28-31
	• How this course can assist health facilities in making improvements in evidence based practice, quality care and continuity of care	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Module 1, slides 24-30
Demonstrate the ability to communicate effectively about	Session 2: Communication skills	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Module 2

© 2010, 2016 Baby-Friendly USA, Inc. This is a proprietary and confidential document. It may be reproduced and distributed only to members of the multi-disciplinary Baby-Friendly Task Force of a Baby-Friendly designated facility or a facility that is officially registered with Baby-Friendly USA, Inc. (BFUSA) as working towards designation. (Officially registered means completing the required forms and paying a fee to BFUSA to participate in the Development, Dissemination or Designation phase of the 4-D Pathway.)

Baby-Friendly® ("Baby-Friendly") is a registered certification mark owned by Baby-Friendly USA, Inc.

OBRC Online Training & BFHI Requirements

Title: Staff Training Requirements Checklist Revision date: 06/23/18
File name: OBRC-Staff Training Requirements Checklist Page 7 of 8

Objectives	Content	Covered	Where content can be found
Describe strategies that protect breastfeeding as a public health goal.	• Protecting breastfeeding for employed women	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Module 13, slides 9-15
	• Sustaining continued breastfeeding for 2 years or longer	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Module 13, slides 16
	Session 14: Protecting breastfeeding	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Module 14
	• The effect of marketing on infant feeding practices	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Module 14, slides 12
Identify barriers and solutions to implementation of the Ten Steps	• The International Code of Marketing of Breast-milk Substitutes	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Module 1, slide 23 Module 7, slides 39-41 Module 14, slides 8-9
	• How health workers can protect families from marketing	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Module 7, slides 41 Module 14, slides 10-13
	• Donations in emergency situations	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Module 14, slides 14-18
	• The role of breastfeeding in emergencies	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Module 14, slides 19-22
	• How to respond to marketing practices	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Module 14, slides 13
	Session 15: Making your hospital or birth center Baby-Friendly®	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Module 15

© 2010, 2016 Baby-Friendly USA, Inc. This is a proprietary and confidential document. It may be reproduced and distributed only to members of the multi-disciplinary Baby-Friendly Task Force of a Baby-Friendly designated facility or a facility that is officially registered with Baby-Friendly USA, Inc. (BFUSA) as working towards designation. (Officially registered means completing the required forms and paying a fee to BFUSA to participate in the Development, Dissemination or Designation phase of the 4-D Pathway.)

Baby-Friendly® ("Baby-Friendly") is a registered certification mark owned by Baby-Friendly USA, Inc.

OBRC Online Training & BFHI Requirements

Title: Staff Training Requirements Checklist		Revision date: 06/23/18	
File name: DEVSD-StaffTrainingRequirementsChecklist		Page 8 of 8	
Objectives	Content	Covered	Where content can be found
to Successful Breastfeeding that comprise the Baby-Friendly Hospital Initiative.	• The Ten Steps to Successful Breastfeeding	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Module 1, slides 31-33 Module 15, slides 4-26
	• What "Baby-Friendly" Practices mean	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Module 1, slides 37-39 Module 15, slides 4-26
	• The process of becoming a Baby-Friendly hospital or birth center	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Module 1, slides 34-36 Module 15, slides 27-34

Participation in the 4-O Pathway and use of the Baby-Friendly USA tools does not guarantee that facilities will receive the Baby-Friendly designation. Facilities are responsible for implementing all of the changes and quality improvement activities necessary to ensure that they have successfully incorporated all of the Guidelines and Evaluation Criteria into their daily practice. The Baby-Friendly designation is granted after an on-site assessment by the Baby-Friendly assessment team and a review by the External Review Board (ERB) determines that the Guidelines and Evaluation Criteria were successfully implemented.

© 2010, 2016 Baby-Friendly USA, Inc. This is a proprietary and confidential document. It may be reproduced and distributed only to members of the multi-disciplinary Baby-Friendly Task Force of a Baby-Friendly designated facility or a facility that is officially registered with Baby-Friendly USA, Inc. (BFUSA) as working towards designation. (Officially registered means completing the required forms and paying a fee to BFUSA to participate in the Development, Dissemination or Designation phase of the 4-O Pathway.)

Baby-Friendly® ("Baby-Friendly") is a registered certification mark owned by Baby-Friendly USA, Inc.

Online Training Course

Let's Review how to use DC
for the first time!

1. Go to OBRC's "events/training" tab and click the "**Registration**" link
2. Click the green "Register Now" button
3. Enter your coupon code (code is case sensitive!)
 - If you purchased multiple seats, the code will work until all seats are used.
4. Click on "checkout"
5. Complete the registration (create account) prompts (everyone MUST register)
6. Enter in purchasing information (if your code did not cover all costs)
 - You will then be redirected to your personal "dashboard".
7. On your dashboard open the course, "BFHI Training for Hospital Staff by OBRC", and begin!
8. Complete the course within 90 days
9. Print/download your certificate and send it to your coordinator!

Online Training Course

Let's Review how to return to DC if you start and stop the course!

1. Go to OBRC's "events/training" tab and click the "**Log In**" link
2. On your "dashboard" open the course, "BFHI Training for Hospital Staff by OBRC", and begin/resume your progress
3. Complete the course within 90 days
4. Print/download your certificate and send it to your coordinator!

BFHI Online Training Course



► 2020 Curriculum

- Working with OU Norman Education Department



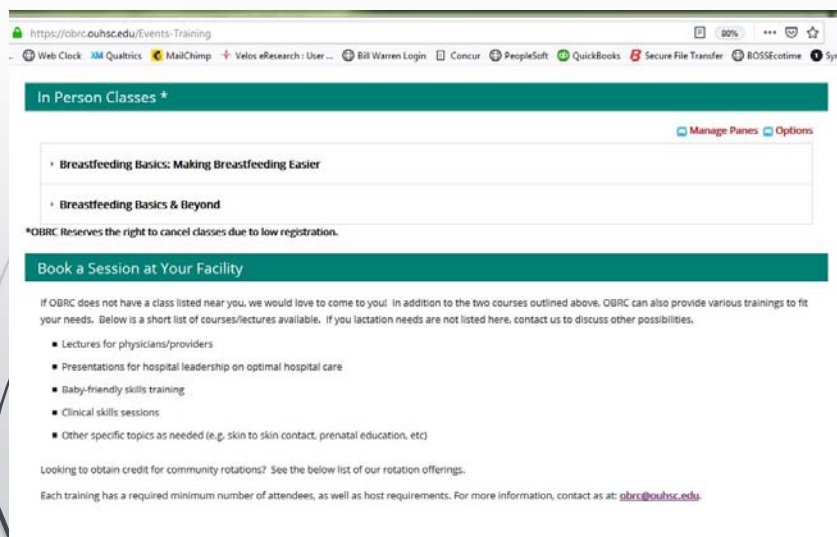
In-Person Training



Agenda (cont...)

- ▶ Review of MBE training curriculum
 - Why
 - What
 - How
- ▶ Review of BBB training curriculum
 - Why
 - What
 - How

In-Person Training



► Links are housed on OBRC's Events/Training tab

► <https://obrc.ouhsc.edu/Events-Training>

Making Breastfeeding Easier (MBE) 1-day Class for 7.5 CNEs



► Why

- Title V Grant from OSDH = No cost to you!
- Goal: To provide evidence-based breastfeeding education and training to healthcare staff statewide

Making Breastfeeding Easier (MBE) 1-day Class for 7.5 CNEs

Making Breastfeeding Easier 1-Day Agenda

1) Introduction	800 - 815
2) Health Impact of Breastfeeding	815 - 930
BREAK	930 - 940
3) Coaching and Counseling	940 - 1100
4) Initiating Breastfeeding	1100 - 1200
LUNCH	1200 - 1230
5) Exclusive Breastfeeding (EBF)	1230 - 1400
BREAK	1400 - 1415
6) Challenges	1415 - 1500
7) Supplementation	1500 - 1530
8) When Breastfeeding Hurts	1530 - 1545
9) Putting It Into Practice/Evaluation	1545 - 1615
10) Baby-Friendly Environments	1615 - 1630

What

- Curriculum/Objectives
- Meets Baby-Friendly requirements for clinical skills training



Making Breastfeeding Easier (MBE) 1-day Class for 7.5 CNEs

How

- 4 classes scheduled quarterly on OUHSC campus
- Hospitals and healthcare organizations can schedule "on demand" at their facility
- Register on OBRC website (via Qualtrics)

- I learned a lot & am more confident in the service I can provide to my families!
- Great refresher
- Love the videos and interactive portions
- Techniques taught to us were wonderful
- Thanks for the hands-on demonstrations
- I like learning about hand expression

Breastfeeding Basics & Beyond (BBB) 2-day Class for 11.8 CNEs

Day 1	Day 2
9:00 – 9:30 What Do You Know About Breastfeeding	8:30 – 9:40 Milk Production
9:30 – 10:30 Health Impact of Breastfeeding	9:40 - 9:50 Break
10:30-10:45 Break	9:50 – 10:40 Optimal Breastfeeding Care in the Hospital
10:45 – 12:15 Prenatal Issues: Myths Risk Factors Communication	10:40 – 10:50 Break
12:15 – 1:15 Lunch	10:50 – 11:45 Other Breastfeeding Challenges
1:15 – 2:15 Initiating Breastfeeding Key elements of position and latch Skin to skin contact	11:45 – 12:45 Lunch
2:15 – 2:30 Break	12:45 – 1:30 Supplementation When Breastfeeding Hurts
2:30 – 3:00 Exclusive Breastfeeding 3:00 – 3:30 Hand Expression	1:30 – 2:00 Break
3:30 – 3:40 Break	2:00 – 2:10 Break
3:40 – 4:30 Mechanical Expression	2:10 – 2:30 Getting Dads Involved 2:30 – 3:00 Baby-Friendly Environments Workplace support
	3:00 – 4:00 Putting It into Practice: Case discussions Keep It Simple: Top 3 Things Mom Should Know
	Post-Test/Evaluation

Why

- Title V Grant from OSDH = No cost to you!
- Goal: To provide evidence-based breastfeeding training particularly for home-visiting staff

What

- Curriculum/Objectives
- Meets Baby-Friendly requirements for clinical skills

Breastfeeding Basics & Beyond (BBB) 2-day Class for 11.8 CNEs

How

- 4 trainings scheduled annually
 - Samis Education Center on OU HSC campus
 - OSU-Tulsa campus
- Register on OBRC website (via Qualtrics)
- Hospitals and healthcare organizations can schedule "on demand" at their facility



- Thanks for the clarification of breastfeeding myths!
- The supplemental feeding portion was most helpful.

- I appreciate the up-to-date resources!
- Love the hands-on experiences.
- Nice variety of teaching methods!



References

- Baby-Friendly USA. Guidelines and Evaluation Criteria, 2016.
https://babyfriendlyusa.org/wp-content/uploads/2018/10/GEC2016_v2-180716.pdf



QUESTIONS?