



Overview

- About Coffective
- Michigan Pilots
- Overview of Coffective Tools
- Coffective Tools
- Coffective System
- Next Steps



About Coffective: How We Began





About Coffective: Lessons Learned on the Bus



About Coffective: Our Approach

✓ Community based

C0

- ✓ Consistent messaging
- Increase utilization of existing services





About Coffective: Our Approach



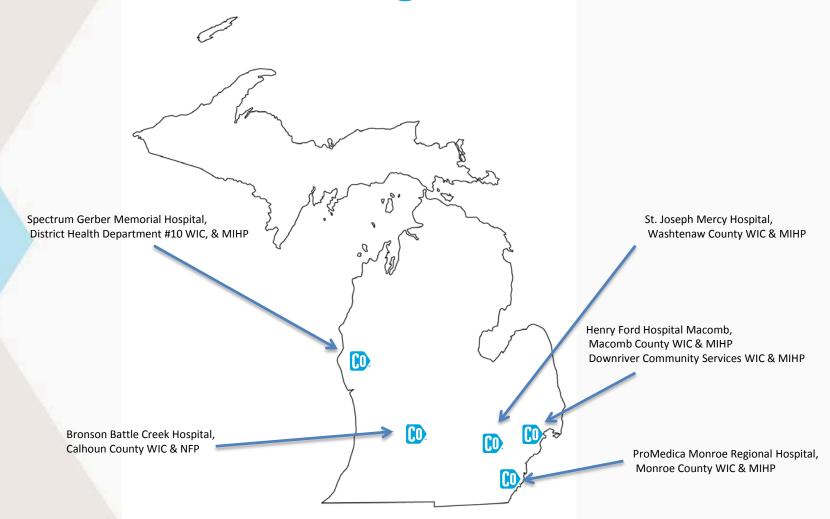




Michigan Pilots It's a "Win Win"! Bring to Michigan



Michigan Pilots





• Evidence-Based Content



- Evidence-Based Content
- Aligned with the Baby-Friendly Hospital Initiative®



- Evidence-Based Content
- Aligned with the Baby-Friendly Hospital Initiative®

• What, WHAT? What is the "Baby-Friendly Hospital Initiative?"



Overview of the Coffective System Baby-Friendly Hospital Initiative® BABY-FRIENDLY HOSPITAL INITIATIVE Baby-Friendly USA

Recommend 309 Tweet 9 Email A Print

The Baby-Friendly Hospital Initiative (BFHI) is a global program that was launched by the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) in 1991 to encourage and recognize hospitals and birthing centers that offer an optimal level of care for infant feeding and mother/baby bonding. It recognizes and awards birthing facilities who successfully implement the Ten Steps to Successful Breastfeeding (*i*) and the International Code of Marketing of Breast-milk Substitutes (*ii*). The BFHI assists hospitals in giving all mothers the information, confidence, and skills necessary to successfully initiate and continue breastfeeding their babies or feeding formula safely, and gives special recognition to hospitals that

Becoming a Baby-Friendly facility is a comprehensive, detailed and thorough journey toward excellence in providing evidence-based, maternity care with the goal of achieving optimal infant feeding outcomes and mother/baby bonding. It compels facilities to examine, challenge and modify longstanding policies and procedures. It requires training and skill building among all levels of staff. It entails implementing audit processes to assure quality in all aspects of maternity care operations. The journey is exciting, challenging,

among staff, promotes employee pride, enhances patient satisfaction and improves health outcomes.



Overview of the Coffective System Baby-Friendly Hospital Initiative®

THE TEN STEPS TO SUCCESSFUL BREASTFEEDING Baby-Friendly USA The gold standard of care

Recommend 18 Tweet 10 Email Print

The Ten Steps to Successful Breastfeeding were developed by a team of global experts and consist of evidence-based practices that have been shown to increase breastfeeding initiation and duration. Baby-Friendly hospitals and birthing facilities must adhere to the Ten Steps to receive, and retain, a Baby-Friendly designation.

The Ten Steps to Successful Breastfeeding are:

- 1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
- 2. Train all health care staff in the skills necessary to implement this policy.
- 3. Inform all pregnant women about the benefits and management of breastfeeding.
- 4. Help mothers initiate breastfeeding within one hour of birth.
- 5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
- 6. Give infants no food or drink other than breast-milk, unless medically indicated.
- 7. Practice rooming in allow mothers and infants to remain together 24 hours a day.
- 8. Encourage breastfeeding on demand.
- 9. Give no pacifiers or artificial nipples to breastfeeding infants.
- 10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or birth center.

www.coffective.com

MIHP, this is you!



- Evidence-Based Content
- Aligned with the Baby-Friendly Hospital Initiative®
- Cohesive Organization



- Evidence-Based Content
- Aligned with the Baby-Friendly Hospital Initiative®
- Cohesive Organization
- Consistent Messaging



- Evidence-Based Content
- Aligned with the Baby-Friendly Hospital Initiative®
- Cohesive Organization
- Consistent Messaging
- Appropriate Reading Level



- Evidence-Based Content
- Aligned with the Baby-Friendly Hospital Initiative®
- Cohesive Organization
- Consistent Messaging
- Appropriate Reading Level
- Most tools available in
 Spanish



- Evidence-Based Content
 Developed by Experts
- Aligned with the Baby-Friendly Hospital Initiative®
- Cohesive Organization
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- Developed by Experts
- Tested by Staff at Hospitals, WIC Agencies, Home Visiting Agencies, and Prenatal Medical Clinics

- Evidence-Based Content
- Aligned with the Baby-Friendly Hospital Initiative®
- Cohesive Organization
- Consistent Messaging
- Appropriate Reading Level
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 Spanish

- Developed by **Experts**
- Tested by Staff at Hospitals, WIC Agencies, Home Visiting Agencies, and Prenatal Medical Clinics
- Relevant to all families, regardless of feeding behaviors

- Evidence-Based Content
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 Spanish

- Developed by Experts
- Tested by Staff at Hospitals, WIC Agencies, Home Visiting Agencies, and Prenatal Medical Clinics
- Relevant to all families, regardless of feeding behaviors
- Can be implemented by any organization, in any combination or alone



Build My Team Discuss this sheet with each person and mark the checkbox	My Champion(s): My Hospital: My Doctor/Midwife: My Baby's Doctor: My WIC: My Home Visitor: My Home Visitor: Other:	DISCUSSED	DATE DATE DATE DATE DATE DATE DATE DATE	
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Nourish	Help Learning How to Hand Express Milk			
Protect	No Pacifiers or Bottles			
Breastfeeding	No Formula (Unless Medically Necessary)			



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	Comforting My Baby			
Nourish	Help Learning How to Breastfeed			
	Help Learning How to Hand Express Milk			
Protect Breastfeeding	No Pacifiers or Bottles			
	No Formula (Unless Medically Necessary)			

Coffective Tools: Free

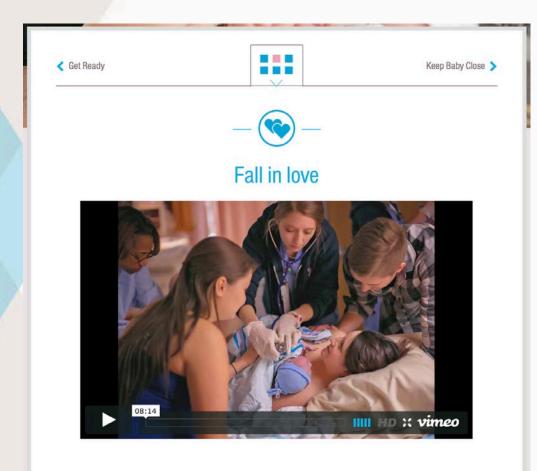


C0

1-Hour Online Training

- <u>Description</u>: Overview of each of the evidence-based maternity care practices outlined on the Coffective Tools
- <u>Target User</u>: All Staff
- Where to find it: <u>www.coffective.com</u>





More about the FREE 1-Hour Training

- Can be viewed in 5-7 minute segments or as full 1-hour training
- Great "first step" implementation



CO

special bond. Baby will even show you some amazing talents. Best of all, it's a time for all of you to relax and fall in love.

HOW THE MAGICAL HOUR WORKS

ust hold haby skin to skin for t PREPARED AND I WANT THIS

Mobile App

- Description: FREE tool for moms and champions to learn more about the evidence-based maternity care practices and "Build Your Team" of care providers
- Target User: Mothers and their Care Teams
- Where to find it: Available for free on both iPhone and Android devices. Search "Coffective" in your app store



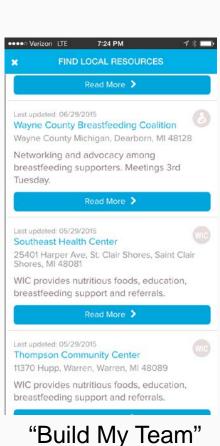
INTRODUCTION

"Skin to skin" is a special way to hold your baby close right after birth. Your baby's bare body is against your chest, heart to heart. This helps keep baby warm and calms both baby AND mom. In this calm zone, baby will begin to get used to you and his new world. It also helps your baby get off to a good start with breastfeeding. In fact, skin to skin helps your baby latch on all by himself!

HOW TO DO SKIN TO SKIN

I'M PREPARED AND I WANT THIS

"Prepared Checklist"



More about the FREE Mobile App

- <u>Prepared Checklist</u> moms learn the evidence-based maternity care practices, viewing images of real moms
- <u>Build My Team</u> moms enter their zip code and browse local organizations

(Note: your organization must create a profile on <u>www.coffective.com</u> in order to be linked to the mobile app)

*free to Michigan communities through a grant from Kellogg and the MDHHS



The Women, Infants and Children program is a nutrition program that helps women

Resource Platform

- <u>Description</u>: links mothers to breastfeeding support services, and breastfeeding stakeholders to one another, via <u>www.coffective.com</u> and the free Mobile App
- <u>Target User</u>: Mothers and breastfeeding stakeholders
- Where to find it:
 www.coffective.com and
 Mobile App click "Find Local
 Resources"

*free to Michigan communities through a grant from Kellogg and the MDHHS



Lapeer County Health Department-- WIC Program 1800 Imlay Cliy Road Lapeer, MI 48446

Phone: (810) 667-0448 Fax: (810) 667-0232

Last Updated: 08/04/2015 Visit us at our website

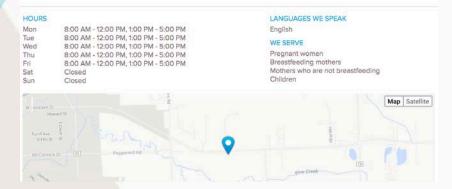
The Women, Infants and Children program is a nutrition program that helps women who are pregnant, breastfeeding, just had a baby and infants and children up to 5 years old to eat well, be active and stay healthy. WIC provides nutrition education, nutritious foods, breastfeeding support and referrals to health, welfare and social services.

The WIC program can help prepare you for breastfeeding success by:

- Preparing you for the hospital
- Teaching you how to breastfeed and learning about your baby
- Helping you make breastfeeding work in your life
- Answering questions about growth and feeding

There are extra WIC benefits for breastfeeding moms:

- Breastfeeding moms receive food benefits longer than non-breastfeeding moms
- Moms who breastfeed get more food every month than non-breastfeeding moms
- Moms who exclusively breastfeed get the most amount and variety of food



More about the Resource Platform

- Organizations create profiles on <u>www.coffective.com</u>
- Great tool for local organizations to learn about each other's services and make better referrals



Motivation Document

- <u>Description</u>: FREE tool for moms and champions to learn more about the evidence-based maternity care practices and "Build Your Team" of care providers
- <u>Target User</u>: Mothers
- <u>Where to find it</u>: download for free at <u>www.coffective.com</u>



		Your Steps to Success						
	G		3					
	BUI Surround yourse and initiate co	if with support Learn what t	o expect and	Share your pre your team and	ferences with When you go in prepared			
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Digital learning

made easy with:

· Lots of photos

Benefits for each
practice above

· Specific how-to's

fathers and other family & friends

Information for

in the app store.

earn more about these evidence-based practices and specif

ys you can use free tools to help femilies prepare and succeed.

ww.coffective.com and download the Coffective aco.

generic We're Prepared Checklist

- <u>Description</u>: FREE tool for moms and champions to keep track of their education and decisions regarding the evidence-based maternity care practices
- <u>Target User</u>: Mothers and their Care Teams
- Where to find it: download for free at <u>www.coffective.com</u>



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Lots of photos fathers and other

 Benefits for each
 family & friends practice above

isit www.coffective.com and download the Coffective aco.

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More about the ceneric We're Prepared Checklist

- Encourages Mothers to find their ۲ local home visiting program
- Includes a space for home visitor to write in a phone number





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Counseling Sheets

- <u>Description</u>: Laminated counseling tool to educate mothers and families about the evidence-based maternity care practices
- <u>Target User</u>: Staff
- Where to find it: Available for purchase on <u>www.coffective.com</u>



Coffective Tools: Premium

Stay Connected with Local Resources

Michigan MIHP

Michigan WIC

WIC provides nutritional services, breastfeeding support and supplemental food for proparat women, new mpthens, infents and childrens. They can provide breastfeeding support much many quickly. Territies and childrens calify with income up to \$450. Center (por local sparsy at Maccon County (WE) (500 400-5417)

Maccine Country VIII. (2001-002-011) Bowariver Community Services VIII. (386) 745-5173 ACCISS VIII. (2011) 722-003 Call 1-800-20-8187H for other clinics not listed. The Mannel Mann Hawkin Physion provides in these width to all programs are well of inferms on Medican Physion an encode V station well, and well and well and well and the Mannel Mannel

Allky Mamas Breastfeeding Support Group: (586) 455-608

er counselors, doulas, peer-to-peer support and graup

gue of Maccomb County: http://liwaren.westly.com her breastfeeding support. exe of North Maccomb: Domarcet/Olive.com

radey of every month - run by peer counselors.

ety Breastfeeding Coalition: http://treastfeedma Its for meeting information and other area resources in Breastfeeding Association: (ROC 313-614)

y Resources

We're Prepared!

Learn best practices. Decide what you want. Tell your care team your wishe Being prepared helps you and your new baby have a great hospital stay.

	1000000		
Baild My Team Discuss the sheet with each parton and mark the sheetoox	My Champion(s): My Hospital: Henry Ford Ma My Doctor/Midwife: My WIC: Init My WIC: Init My Home Valtor: Init Other:	DISCUSSED	POSTPARTUM APPOINTMENTS 0472 2472 2472 2472 2472 2472 2472 2472
EFERENCE	PRACTICES	MY HOSPITAL OFFERS I'M PREPARE	D & WANT I RECEIVED
Get Ready	Let Labor Begin On Its Own Comfort During Labor	v v	
Fall In Love	Skin To Skin Right After Birth Magical First Hour Without Interruptions Help With Baby's First Feed Delayed Routine Procedures	y Contraction of the second se	
Keep Baby Close	Keep My Baby In The Room With Me Continued Skin to Skin My Quiet Hours: now	10 : 110 By Request	
Learn My Baby	Feed My Baby on Cue Comforting My Baby	:	8
Nourish	Help Learning How to Breastfeed Help Learning How to Hand Express Milk	By Request	
Protect Breastfeeding	No Pacifiers or Bottles No Formula (Unless Medically Necessary)	ž –	
Protect Breastfeeding OSPITAL STAFI aby's Nome /	No Pacifiers or Bottles No Formula (Unless Modically Necessary) P: Please fill in form and fax to approved cor 	mnunity sgency. His WVC.	

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custom We're Prepared Checklist

- <u>Description</u>: tool for moms and champions to keep track of their education and decisions regarding the evidence-based maternity care practices. Includes information about breastfeeding support services near Mother's birthing hospital
- <u>Target User</u>: Mothers and their Care Teams
- <u>Where to find it</u>: contact your local birthing hospital(s)



Coffective Tools: *Premium*

Stay Connected

Michigan MIHP

My Pregnancy Ceach: (585) 944-2922

Silver Spoon Home Services: (248) 702-8040

Visit www.nichigan.gov/mihp to learn more.

er breactheding suppor one of North Managely Demonstration com-

Downsiver Community Services: (588) 749-5173 extension 218

Chaldean American Ladies of Charity (CALC): (248) 528-0130

The Material Infant Health Program provides in home visits to all program women and infants on Medicaid. They can nearise 8 visits while pregnant and 8 visits areas you go home. Visits are given by Registered Nurses and Social Workers to help prepare mons in their own environment.

Filky Mamas Breastfeeding Support Group: (588) 465-60

under of every month - run by peer counselors. enty Breastfeeding Coalition: http://breastfeedmacomb.weeblyc vis for meeting information and other area resources! ins Breastfeeding Association: (800) 313-6141 peer counselors, doular, peer-to-peer support and groups. igue of Macomb County: http://lilwamen.weebly.com

Michigan WIC

WC provides nutritional services, breastfeeding support and supplemental tool preparet women, new mothers, infants and children. They can provide breastfeed support much more quickly. Families of four can qualify with income up to \$ Contact your look genery at: Macomb County WIC: (586) 465-5471

Downriver Community Services WIC: (586) 745-5173 ACCESS WIC: (580) 722-0030 Call 1-800-26-BIRTH for other clinics not listed.

We're Prepared!

Michigan provide

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with each person. and mark	My WIC:				CATE		100 million (1997)	_0_	_0_		
the sheebox	My Home Visitor:				DATE						
	Other:				DATE						
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inth Walshe	Length:	Head Circ:	Mom's Post-Partum HCT/H	0	Weight						

More about the custom We're Prepared Checklist

Includes contact information for local MIHP

Coffective Tools: Premium



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5-Hour Online Training

- <u>Description</u>: In-depth description of each of the evidence-based maternity care practices outlined on the Coffective Tools
- <u>Target User</u>: Breastfeeding Educators (L-CERP and Nursing CE available)
- Where to find it: Available for purchase on <u>www.coffective.com</u>

Coffective System: Overview









Coffective System: Overview



International after your budy's birth can be a medical time if you can budy style (does, Bady with stap crystag and become cairs and content when he in non-you. If this pace half one is not disturbed, you and your budy can budy a special bond. Bady will given show you some mataring talesce, Best of all, if it is time for all of you to relev and fail is toyo.

HOW THE MAGICAL HOUR WORKS



Fall In Love <

Don't Worry.



Coffective System: Overview



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HOW THE MAGICAL HOUR WORKS



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We're Prepared

Coffective System: Overview



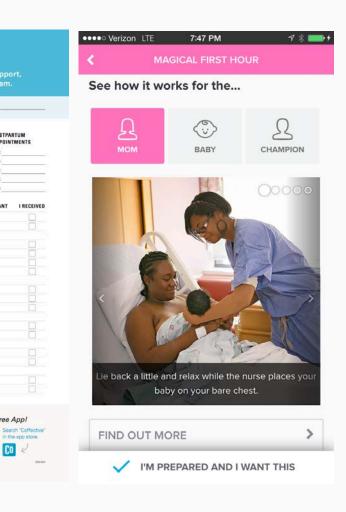
Coffective System: Overview





		bing families get off to a great st parn what to expect, and share y	art! Use this t	ool to build	
	My Name			Due Da	ite
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	Get	Let Labor Begin On Its Own			
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		Skin To Skin Right After Birth			
	Fall	Magical First Hour Without Interruptions			
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	Care Team:	Your Role	Families: Lea	rn More with a	Free App!
		ut these evidence-based practices and specific a free tools to help families prepare and succeed.	Digital learning made easy with:	Easy how to's	Search 'Coffective' in the app store.
		ctive.com and download the Coffective app.	Lots of photos	 Info for dads and other family 	

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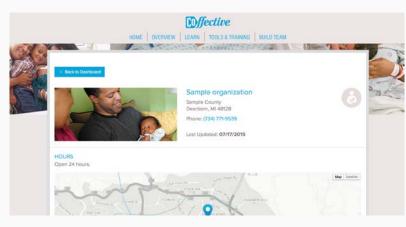
www.coffective.com

CO

and friends

 Benefits for each practice above





1. Create a *Resource Profile* on www.Coffective.com



2. Encourage mothers to download the free "Coffective" *Mobile App* www.coffective.com





3. Watch the free *1-hour Training* on evidence based maternity care practices



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	/ Weight	Staf Name/Trie			1		Good for Moms:	she needs for 5 m	nonths. You can continue as long as you
PROFESSION, ST.				ALC: 1 1 1	100 Carbon		 Less likely to get breast cancer Less likely to have heart disease 	want after 6 mon the healthier you	thal in fact, the longer you breastfeed,

4. & 5. Download the free *generic We're Prepared Checklist* and *Motivation Document*, distribute and discuss them with your clients



Fall in Love! Your first hour together.

V INITIAL SKIN TO SKIN V THE MAGIC HOUR V THE FIRST FEED V DELAY ROUTINE PROCEDURES



GO SKIN TO SKIN Lie back slightly and have your baby placed on your bare chest, skin to skin, near your heart.



ENJOY THE MAGIC HOUR Watch baby use his/her instincts to go through nine steps to learn that you're mom



WATCH BABY LATCH Witness baby find your breast and latch on to start feeding all by him/herself.

FEED FOR THE FIRST TIME Relax and enjoy baby's first feed. See the Nourish sheet for more on feeding.

Delay Routine Procedures to Experience the Magic Hour!

. Ask the nurse to wait until after the first. hour to give your baby eve drops, so you and baby can see each other clearly! Ask for the first check-up to be done . If certain tests are needed, ask your care team if they can be done while returned to you as soon as possible your baby is skin to skin with you.

DELAY PROCEDURES

the first magic hour.

Ask your care team to delay

routine procedures until after

6. Bonus: Purchase a set of Counseling Sheets to take with you to home visits

the routine procedures are done.



7. Bonus: Purchase the 5-hour Training on evidence based maternity care practices



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Shannon McKenney Shubert, MPH Project Manager <u>shannon@coffective.com</u>