

Unit Name: Regional – Perinatal Program

Contact: Vanessa Salmons, Perinatal Program Executive Lead
250-985-5524
Lea Geiger, Provincial BFI Coordinator

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QUALITY IMPROVEMENT STORY BOARD

Baby-Friendly Initiative (BFI) Step 1 - Policy Implementation Project



Background:

- The BFI Ten Steps is a QI strategy outlining the minimum standards for infant feeding and maternal/newborn care recommended by the WHO, the BCC and the BC Baby-Friendly Network
- Advancing breastfeeding in BC directly aligns with the Ministry of Health’s policy direction to employ health promotion strategies and interventions to improve the health of women, infants and children in BC.
- One of the Perinatal Program’s QI priorities in NH is to support facilities/communities efforts to achieve the BFI 10 Steps standardization
- The BFI step that presented as the highest priority to support is Step 1: Have a written breastfeeding policy that is routinely communicated to all staff, health care providers and volunteers
- NH has a new BFI clinical practice standard (policy) to address Step 1 of the BFI framework
- An opportunity presents itself to formulate a solid implementation plan with identification of knowledge translation/education to support staff in both acute care and community settings in NH

Objective:

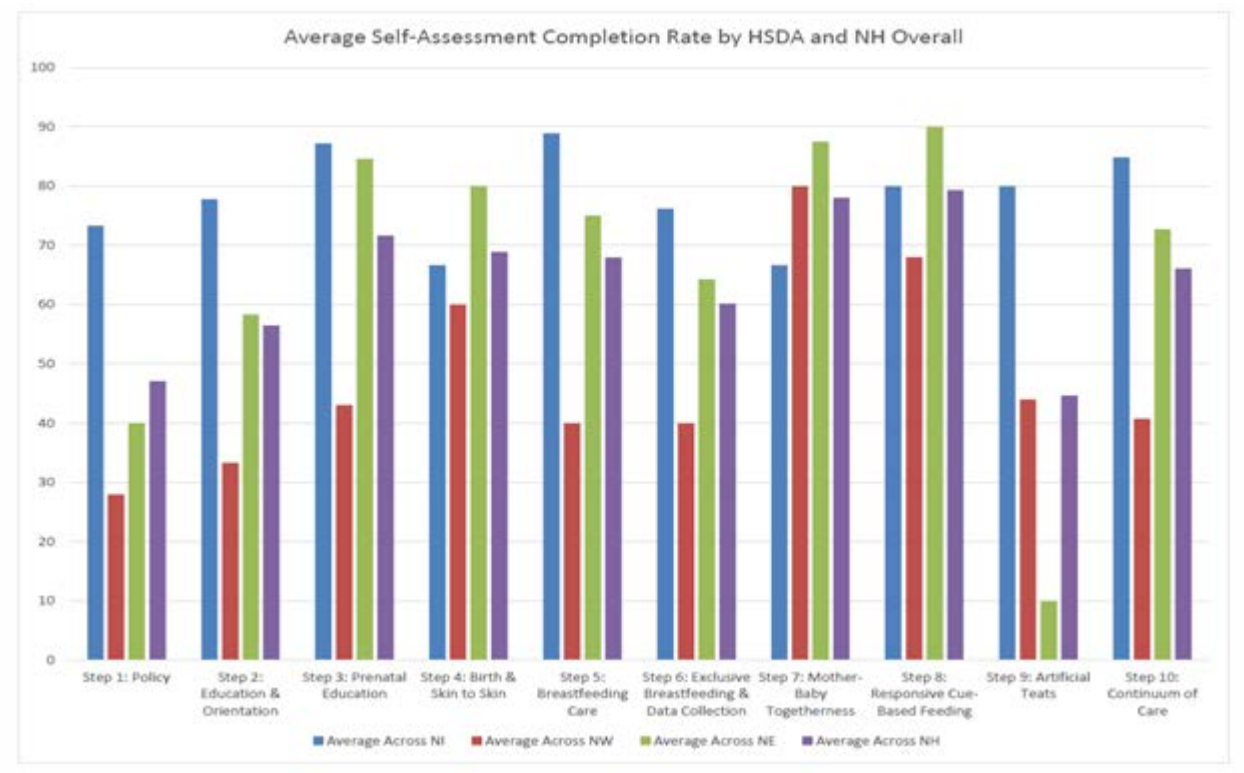
The aim of the project is that by April 2019, 80% of the staff and providers in Quesnel, Prince George, Fort St. John and Kitimat hospitals/communities will have awareness and understanding of the new BFI Clinical Practice Standard (policy) available on OurNH through completion of an implementation module on the Learning Hub, inclusive of:

- Link to the standard
- BFI e-learning module
- BFI overview video
- Knowledge Translation quiz
- Survey



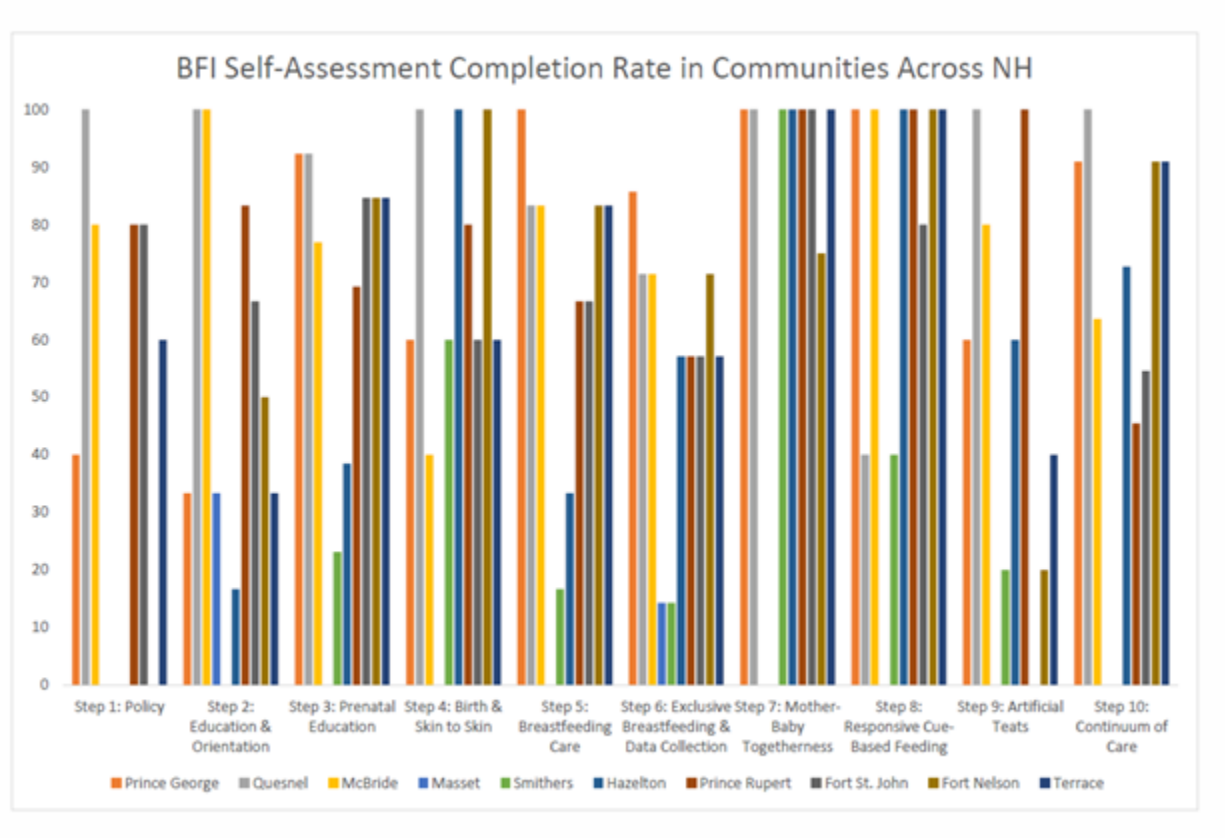
Current State:

- The Regional Development Team, the Moving Breastfeeding Forward team, conducted a BFI Self-Assessment/Evaluation process by utilizing the Breastfeeding Committee for Canada BFI Outcome Indicators in the summer of 2018 to determine the current level of implementation of the BFI 10 Steps in each community/facility in NH
- This data/information was used to support the development team to prioritize the 10 steps and determine work elements for further implementation across the region.
- Meeting these minimum standards is deficient across Northern Health evidenced through data received from the BFI 10 Steps self-assessment



Step 1 (Policy); Step 2 (Education) and Step 9 (Artificial Teats) had the lowest completion rates across the north

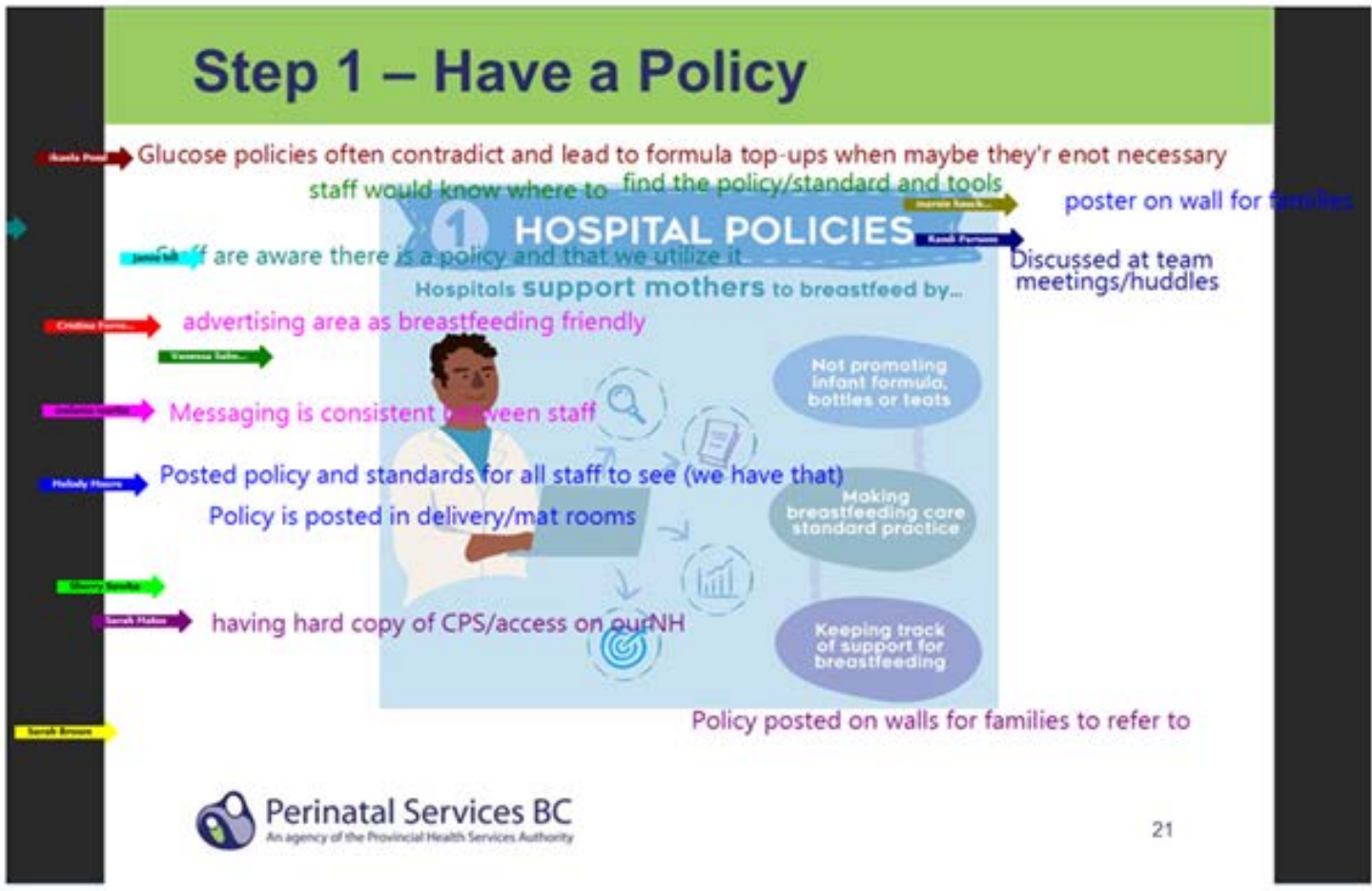
10 NH communities completed the self-assessment, indicating a gap in policy (Step 1)



Solution:

- A focus for improvement was identified through the BFI self-assessment process (current state) and the **Regional Development Team in-person Kaizen event** (World Café/Root Cause Analysis); whereby Step 1 (policy/clinical practice standard) was identified as the priority.
 - This event was supported and co-led by the Provincial BFI Coordinator, Lea Geiger
 - A graphic facilitator was present at the Development Team Kaizen event, from which a summary graphic was created to highlight the results of the World Café and current state analysis.
- Once sites/facilities/communities were identified for participation/implementation, a second **Operational Webinar Kaizen** event was implemented Kaizen Agenda and to review the findings of the regional team and determine change/implementation ideas through the use of a Case Study and Driver Diagram.

Case Study

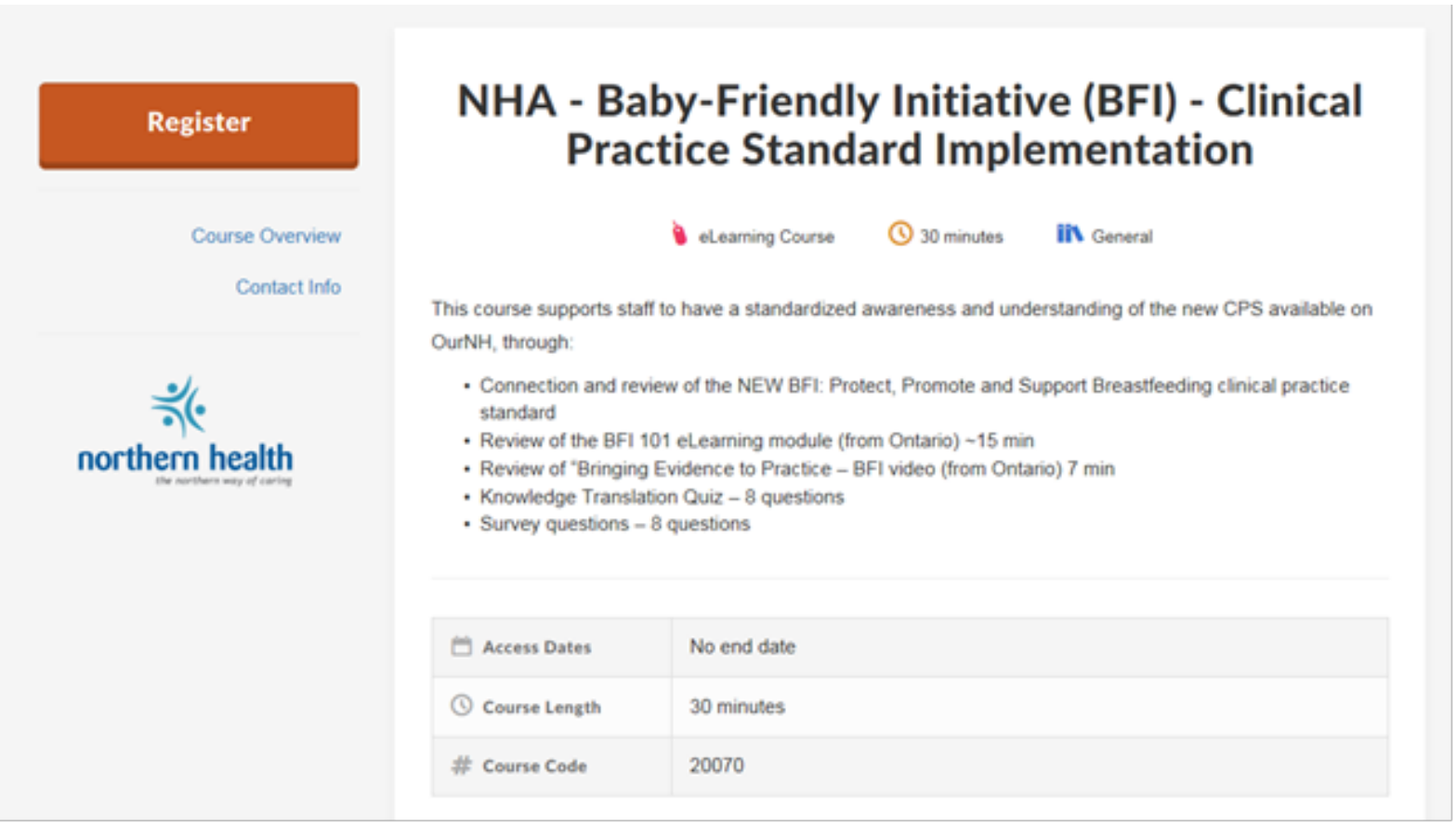


Driver Diagram

Aim	Primary Drivers	Interventions
Write your project here	List the main drivers that influence your aim here. Use a verb to describe the driver as to do exercise as this helps you focus on exactly what the driver is	List the actions, processes or interventions that when performed correctly will lead to a positive effect on a driver. Link these to the relevant driver
By March 2019, 80% of the staff and providers in Quesnel, Fort St. John, Prince George and Kitimat sites/communities will have standardized awareness and understanding of the new BFI CPS available on OurNH	Education Awareness/Buy-In Communication Staff Patients/families Implementation Evaluation	BFI 101 e-learning (Ontario) BFI video (7 min) Survey – knowledge translation Site champions – IT and CPE/Departments – who? Nursing only? Quizzes – staff know where to access the standard Quizzes – Banner, Quiz Clarifying document – what are the “policy/standards” that are currently being used? Policy Newsletter Kaizen workshop Jan 17 – Implementation ideas/planning Implement change ideas in sites (awareness and understanding) What worked? Spread and sustainment

- The sites determined that a consolidation of the implementation ideas into a standardized BFI Learning Hub Module would be most effective for the staff completing the project. This module includes a link to the BFI Clinical Practice Standard, a BFI 101 e-learning Module, a BFI overview video, a Knowledge Translation Quiz and a Survey

Learning Hub Module

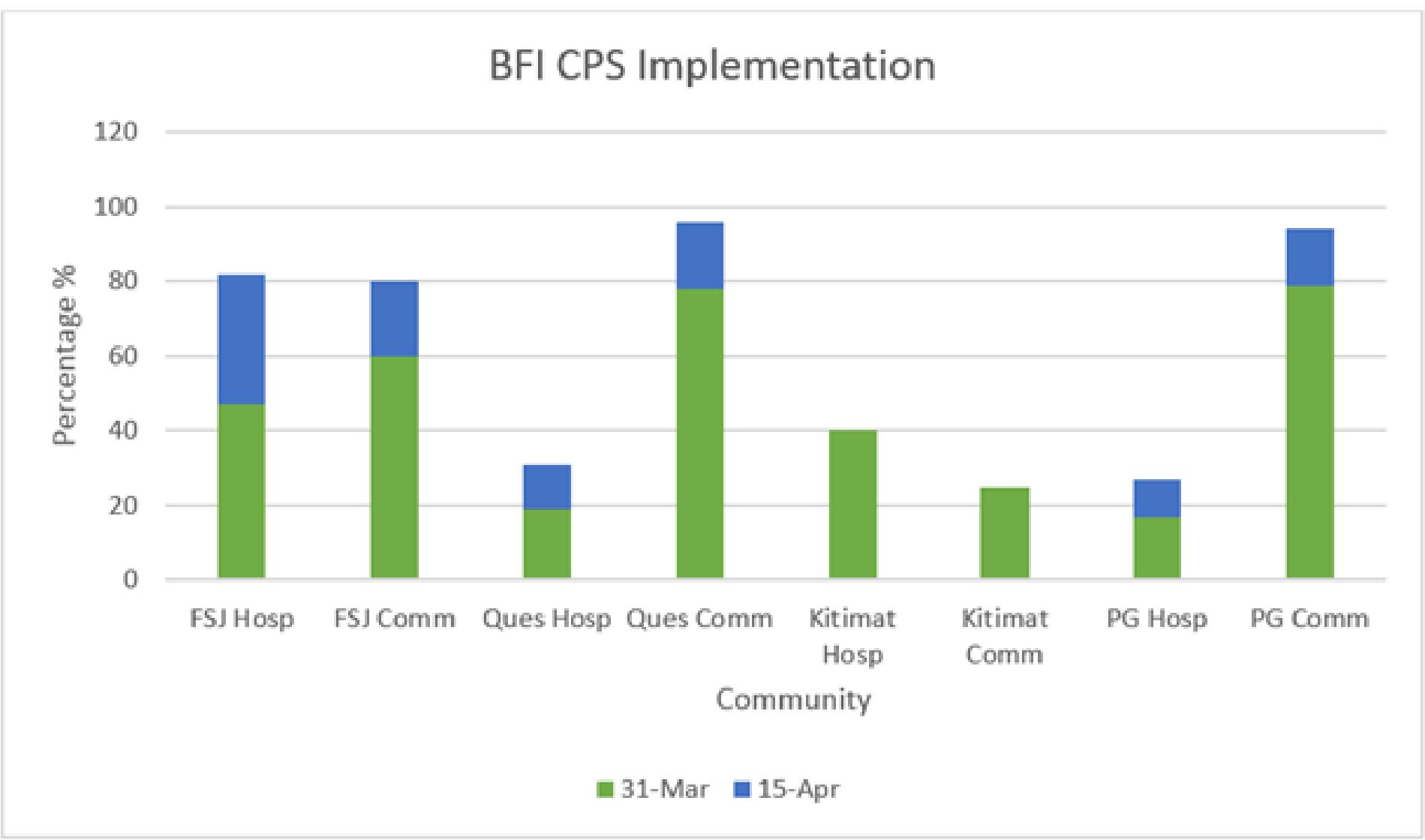


Results:

- The implementation phase of the project occurred from February 1 – April 15, 2019, whereby the operational teams in the four sites and facilities worked to complete the Learning Hub module.
- A **mid-project check-in evaluation** was completed on March 14, 2019, which highlighted an ease of completion for the community PG group due to the education being coordinated in groups.
- Completion data** was collected on March 31 and April 15, 2019, which highlights percentages of the BFI CPS Implementation Learning Hub module completion in hospital and community settings in all four sites
- FSJ had the highest completion rate overall, combining hospital and community staff – 82% and 80% respectively, meeting the target goal of 80%; the Quesnel community staff group achieved the highest completion rate of 96%; Kitimat had the lowest completion rates in both community and hospital due to low staff numbers and local leadership changes

- Four out of eight staff groups met or exceeded the 80% goal in the project.

Completion Data

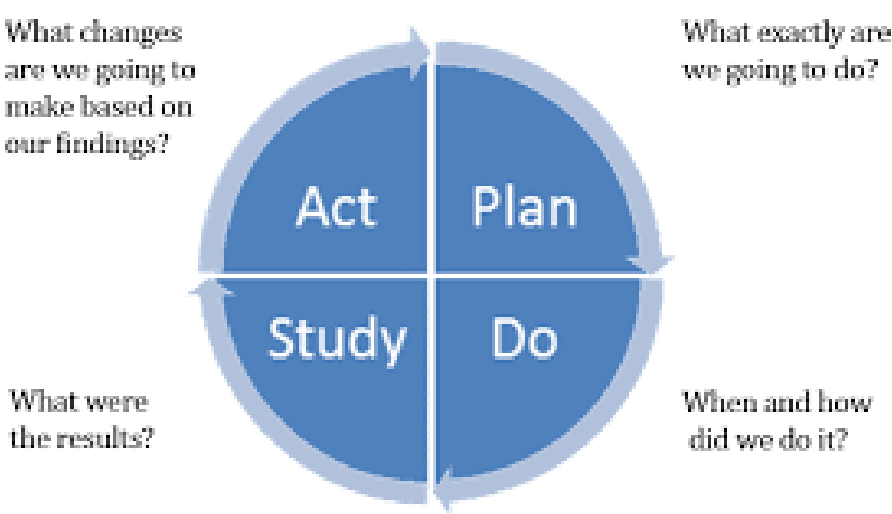


Next steps / Sustaining the Gains:

- Sustainment** of the project (**Phase 1**) will be achieved through:
 - Monitoring continued progress of staff completion in the four sites through the audit survey at 30-60-90 day connections
 - Incorporating the BFI CPS Implementation module in new staff orientation to maternity services and the existing NH Infant/Toddler Nutrition Guidelines for Health Professionals Learning modules.
 - Recommendation to complete the module in a group setting whenever possible within a team meeting or huddle format.
- Spread** of this project will be to:
 - Identify one new community from each HSDA to participate in the implementation (**Phase 2**).
 - The ultimate goal would be for all acute and community sites/facilities to have completed the BFI implementation by 2020/21.
 - A final evaluation of the project will identify any tweaks and adaptations to the implementation for future translation in additional sites.
- Phase 3** of the project will be for the Regional Development team to determine next BFI steps for regional development and implementation.

Patient/Customer:

- The Qualitative impact of the project is in relation to the parents and families who experience a Baby-Friendly Hospital or community setting (future measure)
- The Quantitative impact is the number of staff with improved knowledge and understanding of the BFI 10 steps as measured through completion of the BFI Clinical Practice Standard Implementation Learning Hub Module



Primary email contact: Vanessa.salmons@northernhealth.ca

Secondary email contact: Lea.Geiger@phsa.ca

Team Members: Regional Development Team: Vanessa Salmons, Tami Van Kalsbeek, Roxanne Coates, Audrey Blake, Teresa McCoy, Cheryl Wickson, Katherine Schemenauer, Randi Parsons, Kathryn Germuth, Rhoda Viray, Sarah Brown, Lise Luppens, Jessica Quinn, Brittney McCullough, Teresa Healy, Jeanne Hagreen, Bev Barr, Dr. Shannon Douglas, Sarah Hilbert-West, Ashley Gueret, Lea Geiger; Operational Team: UHNBC - Marnie Hauck-Bohmer, Audrey Blake, Madison Friesen, Colleen Rea, Martina Irvine, Katherine Schemenauer, Brittney McCullough, Darlene Fjellgaard, Muireena McArthur, Kim Foster, Andrea Mainer, Melanie Martin, Roberta Miller, Sarah Brown, Jamie Hill, Celia Romaine; Quesnel - Melody Moore, Carol Mankowske, Cristina Ferreira; Kitimat - Kimberly Ezergailis, Kirsten Scrivens, Sarah Matos; FSJ - Donna Porter, Karen Monahan, Sharene Bevan, Stella Ndunda, Hannah Orfald-Clarke, Mikaela Pond, Amanda Halliday, Jessica Lalani