



## Primary Drivers

### Primary Driver 1:

Reliable and effective policies and practices for breastfeeding

1. Evidence-informed and up-to-date educational materials aligned with critical breastfeeding time points at critical times in the breastfeeding process
2. Policy and protocol for providing education about infant feeding at critical time points
3. Policy for initial and refresher training for home visitors on infant feeding policies and practices
4. Joint visit with breastfeeding specialist to support and educate prenatally and at first postpartum home visit
5. Transition plans
6. In-house breastfeeding support groups

### Primary Driver 2:

Competent and skilled workforce to support breastfeeding

1. Competencies for home visitors to adequately address infant feeding with families
2. Initial (within 3 months of hire) and ongoing training for home visitors on lactation and infant feeding practices consistent with United States Breastfeeding Committee guidelines
3. Regular reflective supervision with home visitors to address families' infant feeding successes and barriers
4. Use of self-efficacy scale to measure and support infant feeding competency and to promote confidence of home visitors and families
5. Training of home visitors in communication strategies to enhance infant feeding discussions

### Primary Driver 3:

Strong community linkages to breastfeeding support systems

1. Memorandum of understanding with key community partners for breastfeeding supports
2. Protocol for connecting families with community-based infant feeding
3. Decision tree for making a referral to breastfeeding supports
4. Established breastfeeding teams to meet with families at critical time points
5. Talking points for use in helping families engage in discussion with staff at work and school about infant feeding needs
6. Breastfeeding coalition or community support groups
7. Protocol for sharing infant feeding plan between home and hospital

### Primary Driver 4:

Active family involvement in infant feeding practices

1. Practical tips for family to manage breastfeeding at critical time points
2. Infant feeding plans to support families to meet infant feeding goals that are family driven and community supported
3. Communication techniques for engaging families in conversations about infant feeding

### Primary Driver 5:

Comprehensive data-tracking system for breastfeeding

1. Tracking system for capturing families' intention, initiation, duration, and reasons for discontinuing breastfeeding
2. Tracking breastfeeding status at discharge (i.e., exclusive, some, none, never)
3. Tracking system for education and /discussion of critical breastfeeding time points with families
4. Tracking system for referral and follow-up for breastfeeding support
5. Team meetings (i.e., weekly) to review improvement data and its use for improvement.

## Smart Aim



### Breastfeeding

30% of infants exclusively breastfed at 3 months;  
15% at 6 months.

## Changes/Interventions