



**New Jersey Mother-Baby Summit**  
*New Jersey Hospital Association, Princeton, N.J.*

**June 9, 2014**

Registration: 7 a.m. – 8 a.m.

Location: NJHA Conference and Event Center

Program: 8 a.m. – 4:15 p.m.

760 Alexander Road, Princeton, NJ

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The New Jersey Baby-Friendly™ Hospital Initiative is a quality improvement program aimed at increasing breastfeeding rates in the state's maternity hospitals. This collaborative hospital program is supported by the generosity of the Chronic Disease Prevention and Control Unit, Division of Family Health, New Jersey Department of Health, through the CDC's DP12-1305 grant "State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity and Associated Risk Factors and Promote School Health".

The mission of the Office of Nutrition and Fitness (ONF) is to lead in coordinating partnerships to continue to support the statewide obesity prevention partnership to effectively implement policy and environmental change to improve healthful eating, physical activity and to prevent and control obesity because of its link to chronic disease.

At the beginning of the work in New Jersey there were no designated Baby-Friendly™ hospitals in the state. New Jersey now has four hospitals designated as Baby-Friendly™ and over 20 more hospitals are on their pathway to achieving this prestigious designation.

This didactic learning session is intended to continue the "all teach, all learn" collaborative work of the initiative and to expand its successes through the designated hospitals' expertise. The New Jersey Mother Baby summit is designed to assist providers in addressing barriers and identifying potential solutions for implementing the Ten Steps to Successful Breastfeeding and Baby-Friendly™ designation.

**OBJECTIVES:**

1. Report on the work of New Jersey hospital efforts to implement the Ten Steps to Baby-Friendly™ designation
2. State how improvement science is being used to advance improvement in maternity care practices to support exclusive breastfeeding
3. Discuss how to lead change and increase likelihood of success in improved breastfeeding outcomes
4. Collaborate and engage with a diverse group of stakeholders to increase exclusive breastfeeding rates

5. Identify the new elements of the New Jersey hospital regulations that apply to breastfeeding and related requirements
6. Discuss the Perinatal Care core performance measures and list three resources available for improving outcomes
7. Identify tools that will facilitate the successful implementation of The Joint Commission's Core Measures and state regulations for New Jersey birthing hospitals
8. Identify steps that will assist hospitals in the adaptation of the World Health Organization's Code of Marketing of Breast Milk Substitutes from formula purchasing to administrative support.

## **TARGET AUDIENCE**

Physicians. Managers, nurses, quality, lactation consultants, heads of community health education, public health professionals and support staff.

**Please Note:** According to the new state hospital regulations each delivery hospital is required to have a Breast Feeding Task Force. Select three members of your task force to represent your hospital. Representatives suggested include an administrator, a clinical champion, and lactation services/breastfeeding champion. Registrations are limited to hospital teams.

## **CONTINUING EDUCATION CREDIT**

HRET-NJHA is an approved provider of continuing education by the New Jersey State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. P#131-5/11-14.

This activity provides 6.75 contact hours.

There are no conflicts of interest, sponsorship or financial/commercial support being supplied for this activity. Accredited status does not imply endorsement by the provider or American Nurses Credentialing Center's Commission on Accreditation of any commercial products displayed in conjunction with an activity.

DISCLOSURE INFORMATION: Full disclosure will be provided at the educational activity.

### Accreditation Statement

HRET is accredited by the Medical Society of New Jersey to provide continuing medical education for physicians.

### AMA Credit Designation Statement

HRET designates this live activity for a maximum of *6.75 AMA PRA Category 1 Credits<sup>TM</sup>*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Participants who successfully complete this educational program will be awarded 6.50 N.J. Public Health Continuing Education Contact Hours (CEs).

HRET has been approved by the N.J. Department of Health as a provider of New Jersey Public Health Continuing Education Contact Hours (CEs).

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**AGENDA**

- 7 a.m.      *Registration and Continental Breakfast*
- 8 a.m.      **Welcome and Overview of New Jersey Baby-Friendly Hospital Initiative**  
  
*Mary Ditri, DHA(c), MA, CHCC*  
Director, Professional Practice  
*New Jersey Hospital Association*
- 8:30        **Utilizing the Model for Improvement for Changes in the Maternity Practice Environment**  
  
*Lori Feldman-Winter, MD, MPH*  
Professor of Pediatrics  
*Cooper Medical School of Rowan University*  
Division Head, Adolescent Medicine  
*Cooper University Health Care*
- 9:30        **New Jersey Hospital Regulations: What's New?**  
  
*Ellen Maughan, JD, IBCLC*  
Lactation Consultant  
*Beth Israel Medical Center*
- 10:30       **Perinatal Care (PC) Core Measures: Updates for 2014**  
  
*Celeste G. Milton, MPH, BSN, RN*  
Associate Project Director, Department of Quality Measurement  
*The Joint Commission*
- 11:30       *Networking Luncheon*
- 12:30       **Keynote Address**  
  
*Mary E. O'Dowd, MPH*  
Commissioner  
*New Jersey Department of Health*

1 p.m.      **Core Measures, Hospital Regulation and Implication for Hospitals –  
Panel Discussion**

***Celeste G. Milton, MPH, BSN, RN***

Associate Project Director, Department of Quality Measurement

*The Joint Commission*

***Ellen Maughan, JD, IBCLC***

Lactation Consultant

*Beth Israel Medical Center*

***Cheryl McFarland, PhD***

Director of Data and Evaluation

*Central Jersey Family Health Consortium*

2:30      **Challenges for Achieving the Ten Steps: Lessons from the Field –  
Panel Discussion**

***William F. Faverzani, FACHE, MPA***

Corporate Director, Children's Services

*Meridian Health System*

***Joyce McKeever, MS, RN, IBCLC, LCCE***

Clinical Program Manager

*Jersey Shore University Medical Center*

***Rose St. Fleur, MD, FAAP, IBCLC***

Pediatrician

*Jersey Shore University Medical Center*

***Diane Procaccini, RN, MSN, IBCLC***

Coordinator, Lactation Services

*Capital Health*

***Dawn Kline, RNC, BSN, MHA***

Director, Maternal Child Health

*CentraState Medical Center*

***Robin Taylor, BSN, RN-BC***

Nurse Manager, Elmer Maternity Care

*Inspira, Elmer*

4 p.m.      **Questions and Answers, Evaluation**

4:15 p.m.      *Adjournment*

# Registration Information

## *New Jersey Mother Baby Summit*

<b>Date:</b>	June 9, 2014
<b>Registration Start:</b>	7 a.m.
<b>Program Start:</b>	8 a.m.
<b>Location:</b>	New Jersey Hospital Association - 760 Alexander Road, Princeton NJ 08543
<b>Fee:</b>	No Fee
<b>Seminar:</b>	EDU 1436

**Register online today by clicking the following link:**

<http://www.njha.com/education/brochure/?id=511>

**Please Note:** According to the new state hospital regulations each delivery hospital is required to have a Breast Feeding Task Force. Select three members of your task force to represent your hospital. Representatives suggested include an administrator, a clinical champion, and lactation services/breastfeeding champion. Registrations are limited to hospital teams.

### **GENERAL INFORMATION**

- **On-site registration:** We will do our best to accommodate walk-ins, but cannot guarantee seating.
- For further assistance, please email [SGanguli@njha.com](mailto:SGanguli@njha.com)
- **In the event of inclement weather, call 609-275-4140 before coming to the conference**
- For directions visit NJHA at: <http://www.njha.com/directions.aspx> (parking is behind the conference center building)
- If you have a disability and need special accommodation, please call 609-275-4180.