



BREASTFEEDING BUZZ

May 2024
Volume 8 Issue 5

Free Education

CMS “Birthing-Friendly” Designation

The Centers for Medicare & Medicaid Services (CMS) created the “Birthing-Friendly” designation to identify hospitals and health systems that participate in a national or statewide perinatal quality improvement collaborative program that implements evidence-based care to improve maternal health. “Birthing-Friendly” is the CMS designation to notate high-quality maternity care is being provided. To earn the designation, hospitals and health systems report their progress on the CMS Maternal Morbidity Structural Measure to the Hospital Inpatient Quality Reporting (IQR) Program. Measured are whether a hospital or health system has (1) participated in a statewide or national perinatal quality improvement collaborative program and (2) implemented evidence-based quality interventions in hospital settings to improve maternal health. November 8, 2023 CMS began displaying the “Birthing-Friendly” designation icon on CMS’s Care Compare online tool which can be used to find a hospital or health system in an area that has the designation. All hospitals in the Jackson, MS metro area have the designation. Use of the “Birthing-Friendly” designation exemplifies how health equity is becoming a central concern. Maternal health inequities exist nationwide. The “Birthing-Friendly” designation serves as a tangible measure of the evidence-based practices that hospitals and health systems can employ to close gaps and, ultimately, provide the type of care all expectant parents deserve. For more information and to check which hospitals have obtained the designation visit <https://data.cms.gov/provider-data/birthing-friendly-hospitals-and-health-systems>.

May 8

12:00 p.m. – 1:00 p.m. ROSE Maternal Health Equity Webinar Series: We are the “I” in BIPOC: Community Designed Full Spectrum Doula Care. Register at https://unc.zoom.us/meeting/register/tJEqcuyurD4vGN1lFTKru3Mm2UqEy_L7OEr#/registration

May 12

7:00 p.m. – 8:15 p.m. IABLE Clinical Case Discussion: A Case of Recurrent Group B Sepsis in a Breastfeeding Infant. Register at <https://lacted.org/shop/case202405/>

May 13

11:00 a.m. – 12:00 p.m. and 5:00 p.m. – 6:00 p.m. GOLD Lactation: Closing Keynote Presentation. Register at <https://www.goldlactation.com/conference/speakers/closing-keynote-presentation>

May 14

2:30 p.m. – 3:30 p.m. IEBFC Virtual Monthly Check-In. Register at <https://www.iebreastfeeding.org/>

May 21

1:00 p.m. - 2:00 p.m. Medela Webinar: Consensus Statement/Early Effective Initiation for Mothers with Risk Factors. Register at <https://register.gotowebinar.com/register/4252193431136712283>

May 22

11:00 a.m. – 12:00 p.m. IABLE Clinical Teacher in Breastfeeding and Lactation Medicine Series: A Healthcare Series Teaming up – How Medical System Departments Can Work Together to Support Lactation. Register at <https://lacted.org/shop/clinician202405/>

May 28

9:00 a.m. – 12:00 a.m. CHAMPS Breastfeeding Competencies Training (Virtual): Session #5: Breastfeeding Basics - Labor/Delivery & Postpartum Staff. Register at <https://www.ticketleap.events/tickets/wwweverymotherorg/CHAMPSBreastfeedingCompetenciesTraining>

Breastfeeding Support

WIC’s Breastfeeding Program 601-981-2304

Mississippi Lactation Services, Dr. Christina Glick, M.D. 601-932-6455

The Infant Risk Center 806 352-2519

Dr. Thomas Hale’s medication helpline

La Leche League of Metro Jackson, MS

<https://www.facebook.com/groups/LLLofMetrJJackson/>

Merit Health Woman’s Hospital

Lactation Center 601-933-6180

MS MILC Leagues For locations and information, see

<https://www.msbfco.org/ms-milc-league.html>

UMMC Children’s of MS Lactation Medicine Clinic 601-984-5480

AMAZING
LOVING
STRONG
HAPPY
SELFLESS
GRACEFUL

Mississippi
Breastfeeding Coalition

If you have not, please join a committee to assist in updating the MSBFC strategic goals. For more information, contact Shellie Evans at shellie.evanss@msdh.ms.gov.

