

## ***Frequently Asked Questions***

### **About EMPower Training**

#### ***What is the EMPower Breastfeeding: Training initiative?***

EMPower Breastfeeding: Training (EMPower Training) is an initiative aimed at improving the capacity of hospital staff to implement evidence-based maternity care practices supportive of optimal infant nutrition. The focus will be on providing materials and resources needed to build a sustainable training plan and ongoing technical assistance to support implementation of the plan.

#### ***Who runs the EMPower initiative?***

The EMPower Team is led by [Abt Associates](#) and includes the [Carolina Global Breastfeeding Institute](#) and [Population Health Improvement Partners](#).

#### ***Where does funding come from for the EMPower initiative?***

This initiative is funded by the [Centers for Disease Control and Prevention's Division of Nutrition, Physical Activity, and Obesity \(DNPAO\)](#). DNPAO is committed to increasing breastfeeding rates throughout the United States and to promoting and supporting optimal breastfeeding practices toward the ultimate goal of improving the public's health.

#### ***Why should hospitals enroll into EMPower Training?***

Benefits to enrolled hospitals include, but are not limited to:

- Hospitals will receive materials and resources to implement a standardized, skill-based competency training supportive of optimal infant nutrition. These resources include:
  - Training-the-trainer sessions held at the regional Learning Collaborative Meeting to learn how to implement the competency training and track completion,
  - Access to the EMPower platform which houses a variety of breastfeeding and quality improvement materials; also includes the opportunity to network with other hospitals
  - Access to additional online breastfeeding and quality improvement training courses available at no additional cost
  - Cost-sharing to assist with training-related costs and fees (\$2,000 per hospital).
- Hospitals will receive ongoing technical assistance from expert breastfeeding and quality improvement coaches. Coaching will be carried out in a systematic but tailored manner, meeting the unique needs of each hospital.
- Once the training goals is met (at least 80% of maternity care staff trained), the hospital will receive a certificate signifying its commitment to the safe implementation of maternity care practices supportive of optimal infant nutrition. The hospital will also receive a sample press release to help publicize this accomplishment in the community.

***What does the competency training content include?***

The skills-based competency training is a five hour (5) curriculum that addresses skill competencies outlined in BFHI Guidelines and Criteria. The competencies will include the following topic areas:

1. Communicating with pregnant and postpartum women about infant feeding
2. Observing, assessing, and assisting with breastfeeding
3. Teaching hand expression and safe storage of milk
4. Teaching safe formula preparation and feeding
5. Safety considerations when implementing the *Ten Steps to Successful Breastfeeding*

***Are there specific regional learning collaborative dates and locations?***

We do not have dates or locations set for the regional learning collaborative since it will depend on the hospitals in the initiative. Regional learning collaborative locations will be identified once hospitals are selected in order to identify locations that are close to the selected hospitals. Regions will be determined by grouping hospitals based on geographic location with the goal that hospital staff will not have to travel great distances to attend the meeting. We may hold as many as 6 regional learning collaboratives. If there is a scheduling conflict with the dates of the conference closest to your hospital, it will be possible to attend one of the other conferences.

***How long is the regional learning collaborative meeting?***

Each learning collaborative meeting will be 2 days. Please plan on two days which will include an orientation to the initiative, development of the hospital-specific training plan, guidance on implementing the 5 hour competency course, and additional content on measurement and quality improvement.

***Do 3 trainers have to attend the regional learning collaborative meeting?***

For sustainability purposes, we are seeking to train at least two but hopefully three individuals per hospital. We recognize that two may be sufficient for smaller hospitals.

***What are the costs of to a hospital participating in EMPower Training?***

Costs for enrolled hospitals include, but may not be limited to:

- Covering travel and per diem (meals and hotel) for at least 3 individuals to attend a 2-day regional Learning Collaborative Meeting (summer of 2018).
- Committing to train at least 80% of their maternity care staff using a 5-hour competency curriculum.
- Tracking completion of training goals
- Participating in bi-monthly webinars and monthly cohort calls

### **How long will hospitals participate in EMPower Training?**

Hospitals will be on-boarded in May/June 2018 and participate through the end of August 2019.

### ***What can the site stipend be used for?***

The site stipend can cover labor costs associated with participation in EMPower Training. These labor costs can include attendance at the regional Learning Collaborative Meetings as well as implementation and tracking the training curriculum at the hospital.

Per federal government regulations, the site stipend cannot be used for travel and per diem (meals and hotel) to attend the Learning Collaborative Meeting.

### ***My hospital follows many of the Ten Steps, but do not have plan to become Baby-Friendly. Is this the content of EMPower Training?***

The content of the training will not be Baby Friendly specific and will be appropriate for all hospitals regardless of intent to become designated.

### ***Which hospitals are eligible for this initiative?***

Hospitals eligible for this initiative include those:

1. currently pursuing Baby-Friendly USA designation and for whom this initiative will help to satisfy necessary training requirements,
2. not planning to pursue BFUSA designation but have a strong focus on providing the best care for all mothers and their infants, OR
3. already designated looking to satisfy training requirements for re-designation or other purpose.

### ***How does EMPower Training differ from EMPower?***

This initiative is different from its predecessor – [EMPower Breastfeeding](#) – in that it is for a much shorter period of time (about 12 months) and is focused heavily on providing the training materials and resources needed to improve capacity to safely implement maternity care practices.

## **Enrollment Materials Submission and Process**

### ***Where can I find the hospital webinar recording?***

The recording of the hospital webinar can be found at <http://empowerbreastfeeding.org/training/> along with the slides of the presentation. Please scroll to the bottom of the page and click on the link entitled "Access Hospital Recruitment Webinar".

### ***How do I submit my enrollment materials?***

All applications must be submitted online at <http://empowerbreastfeeding.org/empower-training-enrollment/>.

The enrollment period will be open from March 1, 2018 at 5:00pm EST to April 13, 2018 at 5:00pm EST.

To aid hospitals in preparing to apply, a downloadable version (i.e., .pdf file) of the enrollment materials will be available on the website starting on March 1, 2018.

### ***What information does the online enrollment form request?***

The online enrollment form requests:

1. commitment from hospital leadership
2. contact information
3. aggregate hospital patient population data
4. mPINC scores (2015 or 2013, as available)

### ***When are the enrollment materials due?***

The enrollment deadline is Friday, April 13, 2018 at 5:00pm EST.

### ***How will hospitals know if their enrollment materials were received?***

Enrollees will receive an auto-generated response when the enrollment materials have been successfully submitted.

### ***Can my hospital be simultaneously participating in a state recognition program?***

Yes, hospitals participating in a state-level initiative that supports progress on the *Ten Steps to Successful Breastfeeding* are eligible and encouraged to enroll in EMPower Training. We encourage hospitals to continue to participate in state activities while simultaneously working with this initiative.



***My hospital is a part of a larger system. Can one enrollment form be submitted for the entire system?***

Each hospital in a system will need to submit individual enrollment materials. When submitting the individual hospital's enrollment materials, please be sure to include the name of the hospital system. All hospitals within the same system are not required to enroll to participate in EMPower Training.

***How do I find my hospital benchmark mPINC report?***

Individual facilities may submit either their 2013 or 2015 mPINC Survey Benchmark Report to support their enrollment materials. This report contains the composite score for your facility.

If your facility participated in the survey, six copies of your facility's Benchmark Report were mailed to your facility. Two of them were mailed by name, to the person to whom the survey was originally sent and to your facility's administrator/CEO as listed in the American Hospital Association database.

In addition, four reports were mailed to people in specific positions in the facility, not by name. These positions include: Obstetrics Medical Director, the Nurse Manager for Mother Baby Care, the Pediatrics Medical Director, and the Chief Quality Improvement Officer.

If you are having difficulty locating the Benchmark Report or need further assistance reporting your facility's scores, please give permission for these scores to be provided by CDC on your facility's behalf as noted within the enrollment materials.

***How will hospitals be selected?***

Hospitals must complete all enrollment materials to be considered for participation.

This is a competitive enrollment process and space is limited. EMPower Training may not be able to accept all enrollees. Please apply early as enrollment materials will be reviewed on a rolling basis.

***We have 200 births a year in our hospital, will we be considered for participation?***

Yes.

***When will hospitals know if they have been selected into EMPower?***

Hospitals will be notified in April 2018.

***What happens after my hospital has been notified about participation in EMPower Training?***

Following notification, the EMPower Training Team will coordinate with the primary hospital personnel to obtain an official signature on the Memoranda of Understanding (MOU) within one week.

An orientation webinar will be scheduled shortly after notification.



***What if I want to learn more about EMPower Training?***

For additional information on EMPower Training please visit [www.EMPowerBreastfeeding.org/Training](http://www.EMPowerBreastfeeding.org/Training) or email [EMPower@abtassoc.com](mailto:EMPower@abtassoc.com).