

Connecticut Breastfeeding Initiative

Connecticut Breastfeeding Coalition and
Connecticut Department of Public Health



The Connecticut Breastfeeding Initiative supported **TEN** hospitals in working towards Baby-Friendly designation!

The Connecticut Department of Public Health and the Connecticut Breastfeeding Coalition collaborated to implement the Connecticut Breastfeeding Initiative (CBI). By providing a state-level support system of training, technical assistance, and financial assistance, the CBI supported multiple hospitals in progressing down the 4-D Pathway with the intention of becoming Baby-Friendly designated.

Impact of the CBI:

- Included **10 participating hospitals**
- Estimated that, after the CBI, **58.5% of Connecticut births** will occur at facilities already Baby-Friendly designated or working towards designation
- All ten hospitals achieved **Steps 1, 5, 6, 9 and 10** of the Ten Steps of the Baby-Friendly process.

Learn **HOW** the CBI planned and implemented the initiative

- Forming partnerships,
- Getting buy-in from hospital administrators,
- Working with a Baby-Friendly expert to deliver technical assistance and training,
- Holding events to recruit interested hospitals that share the project and dispel myths about the Baby-Friendly initiative,
- Developing criteria for selecting hospitals,
- Self-appraisal process for newly selected hospitals,
- Opportunities for hospitals to learn from each other, and
- Planning integration of evaluation and monitoring from the beginning.

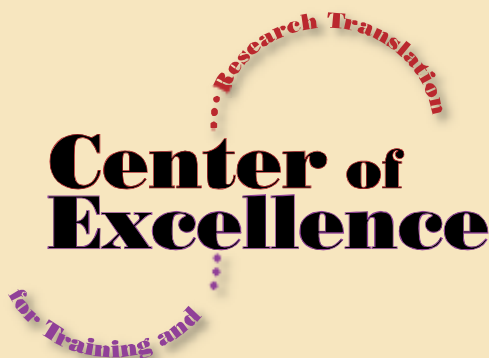
Training Successes

The CBI provided and promoted several training methods for hospital staff. Over 500 staff were trained as part of this Initiative. Nearly all survey respondents who participated in training reported being somewhat or very confident in numerous Baby-Friendly practices after the training.

The Connecticut Breastfeeding Initiative description and materials are available at:

www.centertrt.org

The CBI is a practice-tested intervention.



The Center of Excellence for Training and Research Translation (Center TRT) is devoted to bridging the gap between research and public health practice with an emphasis on nutrition, physical activity, and the prevention and control of cardiovascular disease and obesity.

To advance the skills of public health practitioners, the Center TRT provides in-person and web-based trainings. To promote evidence-informed practice, the Center TRT identifies, translates and disseminates interventions, including the one featured above. To download the translated intervention and accompanying materials, visit the Center TRT website at www.center-trt.org

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