CT DPH CPPW Project: Connecticut Breastfeeding Initiative Hospital Committee Interview Face Sheet

Context: - CT Department of Public Health has collaborated with the Connecticut Breastfeeding Initiative (CBI) to use Communities Putting Prevention to Work (CPPW) funds toward helping ten CT hospitals achieve the Baby-Friendly Hospital designation. The Baby Friendly Hospital Initiative (BFHI) is an international, well-established, and esteemed program that incorporates rigorous evaluation measures toward achieving the Baby-Friendly Hospital status. However, the CT Breastfeeding Initiative is one of many interventions being funded by the CDC, many of which are in the early stages of development. Therefore, the CDC is requiring a very formative evaluation that focuses on numbers served and lessons learned. PDA is contracted by CT DPH to conduct this evaluation.

Purpose: - To identify what strategies specific to this CT implementation were successful in implementing the BFHI protocol; to identify barriers to implementation.
- To identify the strengths and areas in need of improvement for the Coalition’s technical assistance, particularly the use of the consultation hours.
- To identify successes in institutional-level policy change.

Uses for results: - To fulfill CDC’s (the funder’s) evaluation requirements
- To identify promising practices for possible future replication by the CT DPH, CT Breastfeeding Initiative, other states, counties, and hospitals, and Baby Friendly USA
- For CT DPH and the CT Breastfeeding Initiative to publicize successes

Respondents: - Appropriate representatives from each hospital’s breastfeeding committee (N=10 hospitals).
- The number of representatives participating from each hospital may vary. Participants should be able to meaningfully contribute to the purpose of the interviews (outlined above) and at least one specific content area (see outlined below).
PDA will work with each committee to determine the most appropriate participants as necessary. Committee leaders have discretion to determine which committee members should participate in the interview. Types of committee members that may be selected include physicians, nurse, administrators, and other groups that the hospital deems relevant.

**Timeline:**

**Methodology:**

- One interview will be conducted with each hospital, one at a time per their availability between September 12 and October 21, 2011.
- PDA will try to interview each hospital after their mock interview has been completed, but this may not be possible for those receiving their mock interview after October 21. In PDA’s final report, it will be noted whether interviews were conducted before or after the mock interview.
- Interviews will be approximately 60 minutes in length and will be recorded with permission of the group interviewed.
- Interviews will be semi-structured in nature with an interview protocol. All items will be open-ended.
- PDA staff will write a summary of the discussion and provide it to the lead at each hospital for a member check to ensure that our understanding of the conversation is accurate. Staff will have one week to return comments to PDA.
- PDA may contact the lead at each hospital by email to clarify any issues not fully addressed in the interview.
- PDA will conduct a content analysis of notes.
- Findings will be reported in a report format agreed upon by DPH and PDA.

**Response rate:** 100%