

Breastfeeding Promotion Initiative

Location:

New York City Health and Hospitals Corporation
Division of Medical and Professional Affairs
Office of Health Promotion and Public Health Services

Student Requirements:

- Must have completed 2 semesters' coursework toward and MPH or MPA degree.
- Must have completed course work and/or have work experience in epidemiology and health promotion and evaluation;
- Willingness to travel to various HHC facilities

Hours and reimbursement:

- 20 hrs per week during school year;
- \$15,000 stipend payable in installments.

How to apply:

Please send a cover letter and resume to (preferably via email):

Michael Lettera Michael.Lettera@nychhc.org and Ruth Cadet Ruth.Cadet@nychhc.org

HHC Student Mentors:

Michael Lettera, MPH; Ruth Cadet, MPH

Project Description:

The New York City Health and Hospitals Corporation (HHC) is actively promoting breastfeeding as the preferred choice of infant nutrition in all its facilities. This initiative is modeled after the Baby Friendly Hospital program.

In addition to the ten elements or activities included in the Baby Friendly Hospital program, HHC has launched other activities to promote breastfeeding and the duration of breastfeeding among those who choose to breastfeed their babies. These include the Home Visiting Program (HVP). The goal of the HVP is to promote exclusive breastfeeding and to extend duration of breastfeeding or the use of mother's milk for infant nutrition.

The HVP is designed to provide assistance at home to exclusively breastfeeding mothers and mothers of infants born between the 34th and 37th week of gestation. These mothers are provided the option of having a home visiting nurse come to their home at least three times during the first two weeks after discharge from the hospital. The purpose of the visit is to provide assistance, counseling and other support services on breastfeeding to the mother.

HHC is using a phased-in approach to implement the HVP. The program has already been implemented in HHC's Queens Health Network with plans to fully implement the program in all HHC networks by the end of calendar year 2008.

Proposed Student Activity

The student, with direct supervision and assistance from senior staff in the Office of Health Promotions and Public Health Services and corporate facilities will:

1. Develop and implement the evaluation protocol of the program in the following areas:
 - Where the program has already been implemented:
 - Develop and implement a process evaluation of the current program policy and procedures
 - Research (with possible site visits and employee shadowing) and document step-by-step protocol implementation of the program from in-patient referral to last (attempted) home visit
 - Research the validity of the current policies and procedure as they relate to the purpose of the program
 - Research staff adherence to current policies and procedures
 - Where the program is projected to be implemented:
 - Develop a protocol for a case control study to evaluate the difference in the rates of proposed outcome measures that the program is hypothesized to impact
 - Possibly perform a literature search on studies/articles of home visiting programs in urban populations and summarize the findings of such studies/articles.
2. Develop and implement the data collection process
 - Evaluate the current data collection process and protocol for the program
 - If a literature search on home visiting studies is done, summarize what performance measures were collected and the methodology for data collection and analysis.
 - Develop new data collection tool or modify the current tool to capture performance measures related to the program's purpose
 - Develop a protocol for data collection and submission by home visiting nurses
 - Develop a database for data entry and preliminary reporting
3. Assist in data process and data analysis
 - Assist in data entry and/or monitor data entry process
 - Develop and implement protocol for data management and regular quality assurance of the data entry process
 - Analyze the penetration of the program in the hospital population
 - Generate descriptive statistics on the population served by the program
 - This population can be separated into patients who were:

- Referred but a visit was never completed
 - Referred and less than 3 visits were completed
 - Referred and 3 visits were completed
- Possibly generate descriptive statistics on the population not served by the program as well as reasons they were not served.
 - This population can be separated into patients who were:
 - Not referred due to ineligibility but did want to participate
 - Not referred but were eligible to be referred
- Analyze data from the data collection tool (task #2) as well as the process evaluation (task #1) to identify possible barriers to effective and efficient implementation of the program

4. Recommend improvements

- Prepare a manuscript for dissemination of:
 - any key quantitative results
 - a summary of the following*:
 - current ‘best practices’ of the program
 - barriers related to program providers (i.e. staff practices – related to adherence or non adherence to program policy and procedures)
 - barriers related to patient characteristics (behavioral, cultural, socioeconomic, and environmental)
 - future recommendations

*Analysis and summarization of results will depend on the performance measures that are chosen and collected