Singing Along the Way to Becoming Baby-Friendly

Gladys Vallespir Ellett, RN, MA, CLC, LCCE

Ieda Delos Reyes, MA, RNC-Inpt Ob, CLC

ABSTRACT

In this column, two assistant nurse managers describe an innovative and fun strategy they developed and implemented at NYU Langone Medical Center in New York to assist the nursing staff in preparing for their Baby-Friendly auditors' visit.

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The nursing staff at NYU Langone Medical Center in New York was in the final stretch of preparations for the auditors' visit from Baby-Friendly USA in December 2010. Since 2008, the staff in the labor and delivery and mother–baby units had dedicated much time and energy to successfully implement the “Ten Steps to Successful Breastfeeding.” Although they were filled with anticipation of the auditors' visit, there was a hint of doubt. As staff leaders and assistant nurse managers, we noted the anticipation and realized the need to rally the nurses, boost their confidence, and support their spirits during the final leg of the journey to achieving the official Baby-Friendly Hospital designation.

To reduce the level of anxiety, we devised a creative plan. Indeed, we are kindred spirits and have a dual calling to nursing and the performing arts. For a couple of hours during two night shifts, we

worked on writing the lyrics to our song, rehearsed it, and even choreographed a dance to go along with the song. At 12:30 a.m., 10 hours before the expected visit, we gathered the staff for a team huddle. We recognized and thanked the staff for their efforts, and then we began the music. The smiles and laughter of the staff emerged, and soon we were all singing along to the melody. It was clear a success had been achieved, and all knew it is great to be born at NYU! We subsequently passed the auditors' assessment with flying colors, and NYU Langone Medical Center officially received designation as a Baby-Friendly Hospital.

In sharing our song, “It's Great to Be Born at NYU,” we hope as other hospitals begin their journey to becoming Baby-Friendly, they too will recognize it's great to be born where breastfeeding mothers and their babies are supported and nurtured!

For more information about Baby-Friendly USA and achieving Baby-Friendly Hospital designation, visit <http://www.babyfriendlyusa.org/>

View the “Ten Steps to Successful Breastfeeding” (for the United States) at <http://www.babyfriendlyusa.org/eng/10steps.html>

Nurse managers Gladys Vallespir Ellett and Ieda delos Reyes inspired fellow staff members at NYU Langone Medical Center in their efforts to ensure Baby-Friendly status.

IT'S GREAT TO BE BORN AT NYU

(Sung to the tune of "Y.M.C.A." by the Village People)

*Hey Babe . . . Do you want to be born?
I say . . . Hey Babe . . . And stay close to your Mom?
You can go there
'Cause skin-to-skin is the norm
You don't need to be so worried.*

*That's where . . . bonding is sure to be.
And that's why . . . soothing you is the key.
They will teach Mom to pick up on your cues.
You know breastfeeding is great news!*

[Chorus]

*It's great to be born at N . . . Y . . . U! (2×)
Baby-Friendly
Yeah, that's what we are.
Baby-Friendly
We are upping the Bar!*

*Nurses . . . they are trained as your guide
To help Mommy holding you at her side.
You'll both get there
Knowing just what to do
Using guidelines set by WHO!*

*Mommies and Babies leave here as pros
They're all ready for their journey to grow
They will get there
Because their families know
Baby-Friendly's the way to go!*

[Chorus]

GLADYS VALLESPER ELLETT is the assistant nurse manager for the Mother-Baby Unit at NYU Langone Medical Center in New York, New York. IEDA DELOS REYES is the assistant nurse manager for the Labor and Delivery Unit at NYU Langone Medical Center.