

Bridging the Gap

Creating a Breastfeeding Support Network for Continuity of Care

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Who got me
into all of this....



Conflicts of Interest

The Milk Mob Instructor
Public Health/WIC Employee

Topics

- CDC Community-Based BF Supplemental Cooperative Agreement
- How to Create a Breastfeeding Support Network
- The Tongue-Tie Project
 - How a grassroots effort affected change in our community
- Small group Networking and Brainstorming ideas for your area

Objectives

Be familiar with State Health Department's efforts to increase access to BF support in communities

Participants will know areas to begin to assess in local community landscape which support breastfeeding including interaction of clinical, public health and community based organizations

Learners will understand the importance of building relationships across disciplines with a goal of creating and expanding upon existing breastfeeding support programs and developing collaborative breastfeeding resources throughout a community

Rates of BF fall short of national objectives

Objectives – 81.9% initiation

60.6% at 6 months

34.1% at 12 months

Reality - 79% of infants born in 2011 initiated BF

49% BF at 6 months

27% a 12 months

Full implementation of Baby-Friendly policies associated with increased breastfeeding rates

Challenges implementing Step 10

“Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or birth center.”

- Peer Counseling not facilitated by hospitals
- Lack of referral systems to other agencies for PP support
- Hospitals not having control of services outside of hospital

“Maximizing existing resources in the government and working through nongovernmental organizations already implementing community-level activities can achieve significant increases in breastfeeding initiation and exclusivity over large populations.”

-An Overview of the CDC's Community-Based BF
Supplemental Cooperative Agreement

CDC Community-Based BF Supplemental Cooperative Agreement

Surgeon General's Call to Action to Support Breastfeeding

Action 4 Use community-based organizations to promote and support breastfeeding.

- Support and fund small nonprofit organizations that promote breastfeeding in communities of color.
- Integrate education and support for breastfeeding into public health programs that serve new families.
- Ensure around-the-clock access to resources that provide assistance with breastfeeding.

Division of Nutrition, Physical Activity, and Obesity

CDC and 5 State Health Departments

Coordinated efforts to implement strategies to increase access to BF support

Comprehensive Change

Collaboration

Significant Reach

Replicability and Transportability

Potential for Sustainability

New York: Creating Breastfeeding Friendly Environments

Goal - Expand and improve BF support services

Fund/train/technical assistance - 12 organizations

Aim - increase EBF from discharge through 3 months in communities of color

Focus on building partnerships and networking

Coordinated system of BF support

BFF designation for provider offices

New York – BF Friendly Environments

BFF childcare, community and faith-based organizations

Increase access to informal social support and expert consults

Established BF Cafes®

- Free, no appt needed

- Close to public transportation

Strong local leadership key

Funding from multiple sources

California: Building a Continuum of Care for BF

Goal - increase BF rates by enhancing care at community clinics for underserved communities

High-quality, culturally competent BF promotion, support and services during perinatal period

Funded 15 community health clinic organizations

Plan and implement environmental and procedural changes to improve BF support

California – Continuum of Care

Developed draft '9 Steps to BF Friendly Guidelines and Evaluation Criteria for
Community Health Centers and Outpatient Care Settings'

Leveraged additional CDC BF funds

Continue to develop and implement toolkit

Indiana: Taking the Initiative for BF Support

Community BF Support Initiative

Address barriers BF mothers encounter

Increase support for BF initiation and duration, especially for women of color

Expand existing BF support

Outlined specific BF goals

Indiana - continued

Well Babies at Walgreens – wanted easy access w/convenient location & hours

Drop-in services – easy, accessible, mainstream

Prenatal BF Classes

Trained pharmacists in BF support

BF reference material offered to 70 Walgreens & 15 NP Clinics

Leveraged additional funding

Coalition

Local hospital Community Benefit grant

Strategic partnerships

Indiana - continued

“Breastfeeding support” added to job description or line item in hospital’s budget

Lactation professionals from hospital helped staff at Walgreens

Numerous agencies supported Perinatal Summit

High-level clinical and administrative leaders for IN delivering hospitals

Help maintain and continue relationships

Massachusetts: It Takes a Community to Support BF

Goal - improve BF support and care through community-based post discharge resources

New or established programs **required** to coordinate w/WIC

Individualized implementation plans

- Education

- Peer mentoring

- Access for post-discharge care

Massachusetts – It takes a community

Breastfeeding Continuity of Care Teams (BCCTs)

BF Cafes®

BF Support Groups

BF Support in licensed Early Childhood Education centers

Creating a Breastfeeding Support Network

Create a network of knowledgeable, passionate individuals in multiple disciplines to support families on their breastfeeding journey

Guide families to the resources they need in a timely fashion

Build bridges for families prenatally, through birth experience, postpartum period and as they transition back into the community

Ultimate Goal: Increase breastfeeding duration rates and strengthen community ties

Interventions delivered in multiple settings have higher improvements in breastfeeding rates.

Greatest Improvement seen with

Early initiation of BF

Exclusive BF

Duration Rates

home & community

health systems & community

health systems & home settings

“Interventions to improve breastfeeding outcomes: a systematic review and meta-analysis.” Acta Paediatrica Dec 2015
Volume 104, Issue Supplement S467, 114-134.

Baby friendly hospital support at health system most successful intervention to improve rates of any BF.

“Interventions to improve breastfeeding outcomes: a systematic review and meta-analysis.” *Acta Paediatrica* Dec 2015 Volume 104, Issue Supplement S467, 114-134.

Partners vs Stakeholders

Partners

Actively plan or participate in the implementation of project

Stakeholders

Have an interest or will be affected by the project but don't have to be involved.

Identify Existing Partners

Local Coalitions are full of people that want to change things and help families!

Where are trained breastfeeding professionals?

IBCLC, CLS, CLC, BF Champion, CLE, CBE, LLL, BF USA

Hospital Systems & Clinics & Birth Centers

(include Planned Parenthood, Pregnancy Counseling)

Health Departments - Maternal Child Health (MCH) Programs

WIC

The Most Important Partners?

Our Customers

Families

They need to be involved in the
development of our network



Identify Existing Stakeholders

Hospital Systems & Birth Centers

Clinics (include Planned Parenthood, Pregnancy Counseling, Chiropractors, SLP, CST)

Health Department - Maternal Child Health (MCH) Programs

WIC

Parent Connection (Winnebago County)

Midwives/Doulas

Stakeholders cont.

LLL all over!, Breastfeeding USA - Burlington, Marinette

Businesses – Large Employers

Local Businesses - Green Baybeez, Mom and Pop Place, Motherhood
Maternity, A Pea in the Pod, Bellybeans

Daycare Providers

Stakeholders cont.

Where do women go in your community?

Food Pantry

MOPS

Church groups

Cafes

YMCA

Parenting groups

We are all Stakeholders....

Assess current services

Start your resource list of names, support groups, classes, clinics!

Who refers to whom?

Do hospitals, clinics, health departments, WIC, etc. communicate?

What triggers a referral?

How fast does Mom get help?

Delays for appointments?

Home Visitors – PNCC, Parrent Connection, BFPC, Private Practice