

Assess current services (cont.)

Breastfeeding Peer Counselor BFPC

60 WIC projects in Wisconsin have Peer Program

Hours of availability

Who can help outside office hours?

Nurse Direct, Labor & Delivery Floor, Office Nurse, Peer Counselor

Support groups - Mom & Me, LLL, BF USA, BF Cafes, WIC, PNCC Nurse, Mom Stores

Online - Facebook

Identify Areas of Need

Training of staff so **consistent messages** given to families

Building Bridges - LEC

The Milk Mob Training

Quarterly Training at Health Department to achieve MCH grant goals (Cont Ed)

Breastfeeding Support outside of office hours

Warmline - Nurse Direct, Peer Counselor, L&D Floor

Additional Support Groups

Identify Areas of Need (cont)

Referrals from Hospital at Discharge

Whom can they refer to? Health Dept., WIC, PNCC, Clinic, LLL

Provide w/resource list at discharge - discuss, help identify her specific options

She needs to know specifically who she can call

Referrals from HCPs

If weight is a problem, need to fix BF, not just supplement

Staff member in clinic setting - CLS, CLC, BF Champion (Their go to person)

Report back to HCP w/findings, feeding/care plan

Connect dyads to continued support in the community

Identify Areas of Need (cont)

Drop In Services - BF Clinic

Flexible Hours

Seen on short notice - no appt?

BF Support where people are – food pantry

Peer-to-Peer Support – Improves BF initiation, duration & exclusivity

WIC, hospitals

Telephone/Text

Support Meetings

Identify Areas of Need (cont)

Follow-up w/dyad after contact - 24 to 48 hours

Home Visits

- PNCC Nurse

- Parent Connection

- WIC Peer Counselor (BFPC)

- LLL, BF USA

Breastfeeding Friendly Childcare Care (BFFCC)

Business Case for Breastfeeding

Identify Areas of Need (cont)

Incentives – gift cards, gas cards, vouchers, coupons

Funding

Grants - CDC, USDA, Early Childhood, WALC

Community grants

Many government programs (MCH)

Ask others

Get on mailing lists

Hospitals

Insurance Companies – easiest if non-profit

In-kind donations – food, meeting space

Leveraging resources combines existing and new resources to accomplish a goal, promote growth, and make more from what is available

Larrance, Anneke J. "Expanding Resources: Benefits to Colleges and Universities." *New Directions for Higher Education* no. 120 (Winter 2002): 3-9.

Leverage resources for **continued funding**

Develop relationships with other community programs that have a stake in BF success & may be able to combine resources

Think broadly in building a package of funding options

Keep looking for grants

Volunteers and paid workers

To Leverage Resources

Involve stakeholders in a variety of ways

Involve all relevant stakeholders

Identify the goals of collaborative efforts

Develop strong relationships with partners and stakeholders

Develop a strategic plan

Promote quality standards

Leverage physical, financial, social, and intellectual resources

Consider fundraising and grant writing

Identify potential funders

Outline your BF Support Network Plan

<http://www.cdc.gov/breastfeeding/resources/guide.htm>

Handouts and many resources

Resource list for all BF support in your community

Fox Valley already has one (Thanks Sam & Theda Care!)

Distribution List

Accessible online - Coalition Site, Health Dept, where else?

Warm line (Nurse Direct)

Discharge packets

Childcare Resource & Referral

Engage Partners & Stakeholders

Have BSN plan started but not complete

Build Community Partnerships

Network Building

Work towards commitment of Stakeholders

This all takes time!!!!

Create your BF Support Network Plan (cont)

Warmline - Shared responsibility?

Referral System - Signed releases, MOUs

Hospital Systems & Birth Centers

Health Department

Clinic/Provider Referrals

WIC

Nurse Direct

Create your BF Support Network Plan (cont)

Have Partners & Stakeholders involved

Start practicing

Gather information/feedback

Identify areas for improvement

Identify individuals to follow up w/dyads that have been seen

Public Health

County Residents can access
Breastfeeding help!

Recommendations from Indiana

Be community centered

Go where target population is – they won't come to you

Teach the entire family – lack of support major barrier

Respect your clients

Training Schedule for Triage

Assist in locating appropriate training/resources

Courses - in person, online

Job Shadowing

Building Bridges

The Milk Mob

Conferences & Seminars

Phone triage tools

Find a clinic/hospital to host a training

Training Schedule for Triage (cont)

Has to be built into budgets, takes time

Education, preparation in work setting

Who can they ask questions/clarifications

Not all trainings have people ready to go afterwards

Monthly or Quarterly trainings at staff meetings 15-30 minutes

Promote your Breastfeeding Support Network

Share your resource list

Make available online, via email

Update regularly

Community Awareness of Resources

Community members/agencies that deal with BF mothers incidentally

Interagency Meeting - multiple agencies

Libraries, Job Center, Police Dept, CCR&R, Parent Resource Programs B-3, B-5, Evenstart

Promote your Breastfeeding Support Network

Parent Connection

Family Services - Fox Valley (family counseling)

Daycare Providers – Director and staff meetings

Tell anyone that will listen!

Promote your Breastfeeding Support Network

Clinics

OB's, Hospitals, Birth Centers

Bi-annual meetings - Health Depts & Hospitals

OB/Local Health Dept Meeting – NICU, Parent Connection, Clinics

Nurse Manager/Health Dept Meeting

Promote the Breastfeeding Support Network

Pair with other services

Traveling Education Board – Resources, Business Case for BF, BFFCC

BF Booth or other promotion at food pantry, carseat fitting station, vaccination clinic, weight checks, clothing swap, Salvation Army Holiday Fair, Back to School Backpack program

Include BSN Promotion as part of a larger event

WI Biggest Baby Shower

Wellness Fairs - class on yoga, women's health and BF

Media Coverage – PSA's, Articles, News

Implementation

Reports to HCPs to educate in necessity of services

Follow up w/partners

- Problems, what needs to change

- Weak spots - avoid pointing fingers!

- Where is more f/u needed w/Moms?

Start with small changes if big changes too difficult

Spotlight knowledgeable or BF Friendly HCP – Media coverage

Continued assessment is key....

Continued Assessment

Coalition Meetings

MCH Meetings

Nurse Meetings

Steering Committee



We need to communicate!

You want me to do what?

They don't
understand how
breastfeeding
works!

I don't have time!

Do what you can.....

That doctor supplements every baby!

One mother at a time!

Discharge - be specific. Show & tell her support person where the information is located.

Refer w/permission

Clinic Setting - Get Mom referred to their BF Champion

WIC Office - WIC is a lot more than formula

Library

Friend or Neighbor

Adopt or promote Baby Friendly
Practices in hospital even if not
able to achieve full status

What else?

Help all the staff in your facility become BF Friendly & Knowledgeable

Evidence-based support and information

Encourage others to get training

Mentor your replacement (gasp!)



Support (or host!) a milk depot.

Support the use of donor milk in your facility (if applicable.)

Enlist support of average citizens

What can they do?

Encourage mothers to BF

Help her find help

Avoid shaming

Support them when they need to feed baby

Praise them for BF

The little things we do matter!



Get outside your
comfort zone