

Building consistency for parents
Bridge the gap to SUCCESS

1

Parent has the right to expect support and acceptance from their HCPs to meet her goals
The goal for all of us as we work together to help each parent their goals

2

“Women reported they were least supported

- By their health care team”
- However, positive health care team attitudes were related to increased breastfeeding/chestfeeding intentions and behaviors
- Parents report conflicting information from HCP
- What information received today would change this?

3

Moms appreciate hospital changes to support breastfeeding/chestfeeding

- Hospital implementing evidence based maternity care like skin to skin
 - Increase patient satisfaction
- Minimizing the role of nursery
 - Rooming in, easier to breastfeed/chestfeed, and know when baby is hungry
- Others can stay with mom and baby when you have rooming in
- Validate the birth parent’s feelings
- Drop-in group offers support from an IBCLC, essential for continuing success
 - Voices of mothers, 2016, nichq.org

4

Simple free and best practices in the hospital

- Laid back feeding at the breast/chest
- Skin to skin
- Rest time, no interruptions
- Teach feeding cues
- All will have a positive result for the parent and baby
- Simple free changes, evidence based
- Your take home message for today

5

Evidence based changes which require a bit more effort

- Reduce supplementation and discharge bag distribution
- Utilize model breastfeeding/chestfeeding policies
- Encourage parents and babies to stay together and skin to skin care
- Assess staff breastfeeding/chestfeeding competency
 - www.usbreastfeeding.org
 - Prepared competencies for all health care providers
- Increase staff breastfeeding/chestfeeding education based on evidence base practice
- Increase breastfeeding/chestfeeding assistance and access to IBCLCs

6

Build community connections

- Moms with LC and PC support more likely to continue
 - Schreck, 2017
- Are you providing a community referral information?
 - Where do I go for help?
- Do you contact the WIC clinic when parents are discharged?
 - Community support available
 - Great connection for support on day 3 and beyond
 - Weight checks available in many places

7

Collaboration idea



- WIC Peer counselor support can increase the odds of a positive BF outcomes for 355 to 164%
 - Assibey-Mensah, 2019
- Have local WIC Peer Counselor information available
- Let them know when a parent with breastfeeding/chestfeeding concerns is being discharged

8

Collaboration idea

- Integrating and coordinating care with WIC
- Information sharing
- Coordinating care to reduce conflicting educational messages
- Benefits and barriers to integrated barriers
- Strategy to improve consistent care
 - Bailey-Davis 2018

9

Research of hospital practices indicates

- Model breastfeeding/chestfeeding hospital policies
- Reducing supplementation
- Reducing formula “give aways”
- Reducing pacifier use
- Providing support and follow up
- Skin to skin care in the first hour
- All increased breastfeeding/chestfeeding confidence and duration
- Where can YOU make change?

10

Collaboration idea



- Lactation skills workshop
- City of Dallas WIC and hospitals
- Training of practical techniques
- Information for staff when working with BF/CF patients
- Increased BF rates by 10%
 - Ballou, 2017

11

Where can you begin?

Let's talk!

12

Staff needs to know

- This is part of everyone's job
- Breastfeeding/chestfeeding competency is part of YOUR job
- Patient satisfaction is part of your job
- Breastfeeding/chestfeeding support is important for patient satisfaction
- Those satisfaction surveys are important

13

Let's think about this quote

- Another factor I have observed in supporting hospitals on their journey, BFHI is REALLY a quality improvement initiative. The traditional culture of OB departments is one where the only numbers counted are budget and patient satisfaction. The nurse managers have, in general, not been using the QI techniques that are common in stroke, slip and fall, cardiac and other initiatives. Learning to audit skin to skin, rooming in, breastfeeding, bottle/pacifier, etc. and then implement PDSA cycles is HUGE.
 - Karen Peters
- What do you think?
- How could you use this to make change in your hospital?

14

Community support, Step 10

- The key for long term sustainability of breastfeeding/chestfeeding goals
- 92% of mothers doubt their milk supply on Day 3
 - Day 3 is crucial for support

15

WIC is there for you

- 53% of babies in the US are eligible for the WIC program
- We are no longer the "formula give away" program
- We are in most counties across your state
- We can be that follow up that so many parents need
- We are there to partner with you to provide prenatal care and post partum follow up
- Get them started with breastfeeding/chestfeeding
- Breastfeeding/chestfeeding is a confidence game

16

WIC's goal is

- Exclusive breastfeeding/chestfeeding
- The "go to place" for breastfeeding/chestfeeding
- Reach out to the WIC staff here today to learn the services they offer
- MEET SOMEONE FROM WIC TODAY
- We are all part of the same community
- We can HELP YOU
- Let's discuss what we CAN do

17

How can we connect?

18

USDA program coming for WIC in Illinois

- Agencies will have a Designated Breastfeeding Expert
- Peer Counselors to support
- DBE to handle more difficult problems right then and there in the clinic
- WIC clinics with the most lactation services available increased initiation and duration of breastfeeding
 - Gleason, 2020

19

WIC Clinic breastfeeding/chestfeeding support

- Most effective if
- Peer counselors
- IBCLCs
- Postnatal visits
- Allowing any staff to do pump education
- Policy to not provide formula in first 30 days
- Were studied, all were found effective
 - Gleason, 2020

20

WIC has adjusted the food packages

- More closely follow the Institute of Medicine Guidelines
- They are about optimal nutrition
- Provide more food for breastfeeding/chestfeeding parents
 - Breastfeeding/chestfeeding parents stay on the program longer
 - Higher priority in program
- Research shows this change is helping our breastfeeding/chestfeeding rates

21

How many of you have referred

- New parents to WIC for formula?
- Change that TODAY!
- Refer them to WIC for breastfeeding/chestfeeding support and information
- When their problems seem overwhelming, they turn to formula to solve them

22

Working together we can

- Support prenatally with appropriate education
- Support with reinforcement of information in the hospital
- Build self confidence in breastfeeding/chestfeeding
- Refer to WIC for post partum support
- Provide support with questions and concerns once parents are home and on their own
- Build that community bridge!

23

New parents

- Need all of us to maneuver the first few days of learning how to feed their infants at the breast/chest
- They lack support from family or society
- We need to work together
- Need to hear the same messages from hospitals and community partners
 - They will feed at the breast/chest longer
 - This is goal for all of us and our communities
 - And we CAN achieve it when we work together

24

Let's do this!
Help ALL parents to meet their goals.