Creating Waves of Meaningful Change Through Dialogues

California Breastfeeding Coalition Summit 2013
Welcome to CBC’s SUMMIT CAFÉ

Serving as your hostesses/facilitators:

Carol Melcher & Ernelyn Navarro

Guest Panel:

Nanette Buenavidez, Mary Woelfel, Luz Chacon, Christine Park, MD
SESSION OVERVIEW

- The Journey to Strengthening Breastfeeding Support: A Community Effort
- World Café

OBJECTIVES

- Insights and Lessons Learned from others who are on the same quest/journey.
- To share, celebrate, and connect the collective wisdom of our Community.
SHARING THEIR JOURNEYS
Stories from the Field

Nanette Buenavidez, MSN, RN, CLE
Luz Chacon, MPH, MCH Access
Christine Park, MD, Northeast Valley Health Corporation
Mary Woelfel, MPH, San Joaquin County Public Health Services
Nanette Buenavidez, MSN, RN, CLE
The Journey to Strengthening Breastfeeding Support: A Community Effort
Arrowhead Regional Medical Center

- Demographics:
  - 78% Hispanic
  - 49% Foreign Born
  - 95% Medi-Cal
  - 51% Incomplete High School

- 3000+ live births
Build Your Team

- Administrative Support
- Nursing Leadership
- Medical Staff ***
- Informal Leaders
- Supporters

- Find what motivates them. Find their WHY.
Getting the Hospital On-Board

• Generate excitement and involve other departments
  • Education - New employee orientation
  • Volunteers - Gift shop
  • Human Resources – Employee lactation room
  • Nursing floors - Readmissions
  • Information Management - Screen savers
  • Clinics – OB and Pediatric
  • Materials Management – Purchasing of formula
  • Facilities Management – Signage
Make It Your Own
Community Outreach

• Breastfeeding Awareness
  Carnivals
  • Focus - Awareness
  • Started out in lobby
  • Moved outside to accommodate size

• Baby Friendly Expo
  • Focus – Education
  • Moved to Outpatient Clinic
Community Collaboration

• Perinatal Services Network
• Inland Empire Baby Friendly Collaborative
• WIC – Peer Counselor Programs
• Close To My Heart Lactation Clinic
• Referrals to local Lactation Clinics
• Group Breastfeeding Education
• Family Centered care
Yes,

it’s a difficult journey

Yes,

it’s worth it.
Thank you.
Luz Chacon, MPH, MCH Access
Welcome Baby

A universal home visitation program that provides support, information and resources to pregnant and postpartum women.
Welcome Baby Overview

- **First or Second Trimester of Pregnancy**
  Visit in the home, tote bag with diapers

- **Phone Call Check-In**

- **Third Trimester of Pregnancy**
  Visit in the home, parenting DVD

- **Baby is Born**
  Postpartum hospital visit

- **Nurse Home Visit Within About 3 Days of Mom and Baby Coming Home**
  Boppy pillow and medical kit

- **Baby's 2-4 Weeks**
  Visit in the home, new parent kit

- **Baby's 2 Months**
  Phone call check-in

- **Baby's 3-4 Months**
  Visit in the home, home safety items and developmental toy

- **Baby's 9 Months**
  Final visit in the home, developmental toy
Program Philosophy/Approach

WB is a strength-based, client-centered, empathetic approach to enhancing parental understanding of child development.
Benefits of Welcome Baby

- Increased breastfeeding initiation rates (for both any and exclusive)

**Exclusive Breastfeeding Initiation Rate Comparison**

<table>
<thead>
<tr>
<th></th>
<th>California Rate</th>
<th>WB Prenatal Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latina /Hispanic</td>
<td>53%</td>
<td>68%</td>
</tr>
<tr>
<td>African American/Black</td>
<td>50%</td>
<td>54%</td>
</tr>
</tbody>
</table>
Benefits of Welcome Baby

WB Breastfeeding Initiation Rates versus Comparison Groups

- All WB: 54% Exclusive, 91% Any
- WB Prenatal: 66% Exclusive, 94% Any
- SPA 4: 21% Exclusive, 85% Any
- SPA 6: 5% Exclusive, 82% Any
- CHMC: 37% Exclusive, 89% Any
- LA County: 39% Exclusive, 89% Any
- California: 57% Exclusive, 91% Any
Christine Park, MD, Northeast Valley Health Corporation
Mary Woelfel, MPH, San Joaquin County Public Health Services
Working Together in San Joaquin County

Mary Woelfel, MPH, IBCLC
Coordinator
Public Health Breastfeeding Initiative
San Joaquin County Public Health Services
San Joaquin County

- 700,000 Population
- 6 maternity hospitals
- 10,328 births in 2011
## Where We Started

<table>
<thead>
<tr>
<th>Race/Ethnicity of Mother</th>
<th>San Joaquin County</th>
<th>California</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Any Breastfeeding</td>
<td>Exclusive Breastfeeding</td>
</tr>
<tr>
<td>African American</td>
<td>70.0%</td>
<td>26.0%</td>
</tr>
<tr>
<td>Asian</td>
<td>75.9%</td>
<td>32.6%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>86.0%</td>
<td>30.7%</td>
</tr>
<tr>
<td>White</td>
<td>83.8%</td>
<td>46.3%</td>
</tr>
<tr>
<td>Total</td>
<td>82.6%</td>
<td>34.3%</td>
</tr>
</tbody>
</table>

Data Source: Genetic Disease Screening Program, Newborn Screening Data
California Department of Public Health
Maternal, Child and Adolescent Health Program
A Collaborative Effort

Breastfeeding Coalition of San Joaquin County

FIRST 5
San Joaquin Children & Families Commission

SAN JOAQUIN COUNTY
Public Health Services
Healthy Future
Public Health Breastfeeding Initiative

A county-wide effort!
The Power of Networking:

First Breastfeeding Consortium meeting: 8/8/08
Monthly Meetings Strengthen Linkages

Public Health Breastfeeding Initiative

Breastfeeding Consortium
December Meeting

Tuesday, December 11, 2012
9:00am - 11:00am
San Joaquin County
Public Health Services
Multipurpose Room
1601 E. Hazelton Avenue
Stockton, CA 95205

Feeding and Swallowing Disorders in Infants: Implications for Breast and Bottle Feeding
Sharing information from the recent SWAG conference

Please RSVP by December 10, 2012
Fax this completed form to (209) 468-2072
Or call Mary Woelfel at (209) 468-3267

Public Health Breastfeeding Initiative

Breastfeeding Consortium
January Meeting

Tuesday, January 8, 2013
9:00am - 11:00am
San Joaquin County
Public Health Services
Multipurpose Room
1601 E. Hazelton Avenue
Stockton, CA 95205

Using social media to connect with your clients

Guest speaker:
Kenneth D. Day, PhD
Professor, Department of Communication
University of the Pacific

Please RSVP by January 4, 2013
Fax this completed form to (209) 468-2072
Or call Mary Woelfel at (209) 468-3267
Learning Opportunities

UC San Diego Extension

Birth & Beyond California: Hospital Breastfeeding Quality Improvement & Staff Training Demonstration Project

UC Davis Human Lactation Center

California Breastfeeding Summit
Supporting Breastfeeding in the Hospital and Community: Practical Solutions that Work
January 27-28, 2011
Radisson Hotel Sacramento, CA

Strengthening Breastfeeding Support Throughout the Continuum of Care
3rd Annual California Breastfeeding Summit
January 31 - February 1, 2013
Crowne Plaza Anaheim Resort - 12021 Harbor Blvd. Garden Grove, CA 92840

Catch the Wave! Cutting Edge Practices to Improve Mother-Baby Outcomes
2nd Annual California Breastfeeding Summit
January 26-27, 2012
Sacramento, CA
Connecting with WIC

- Hospitals can’t do it alone!
- WIC representatives now a key part of Breastfeeding Consortium meetings
WIC-Hospital Communication
Celebrating and Sharing

• St. Joseph’s Medical Center became San Joaquin County’s first Baby-Friendly hospital in March 2012.

• St. Joseph’s has shared its policies, training materials, and record keeping forms with the other five hospitals.
Collaboration

- Free hospital support groups and lactation clinics open to everyone
- WIC support groups open to everyone
- Alternating days of the week
Making a Difference

For the first time in any breastfeeding data or report, San Joaquin County is above the state average!
“Alone we can do so little; together we can do so much.”

Helen Keller
YOUR TURN
An invitation to Create Collective Wisdom
World Café

Creates a space of possibility for:

- Strengthening community
- Catalyzing collaborative learning
- Building shared knowledge
- Co-evolving positive futures
The Café at a Glance

• We will explore questions or issues that matter.
• We will practice listening
• We will move when the time is up and join a new café table to discuss a new question.
The Table Host

- Will stay at their table and welcome guests.
- Convey key insights and themes forward to the new conversation.
- Help us to focus on the “Why”
The Image of California
Move to a new table group.

Using the “talking stick” share in one minute chats.
Discussion # 1: Why I care about California babies breastfeeding?
“Walking in Tuscany”
Find a new table.

Keep the “talking stick” moving around the table.
Discussion # 2:

How can we bring the “Why” into creating breastfeeding as part of the "Image of California"?
Find a new table.

Keep the “talking stick” moving around the table.
Discussion # 3:

What can I do to support this image for California?
Harvesting the power of momentum
AUDIENCE WAVE


• [http://www.theworldcafe.com](http://www.theworldcafe.com)