

Bridging the Breastfeeding Support Gap:

*Community Resources & Hospitals
Coming Together to Accomplish
Baby-Friendly Steps 3 & 19*

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Disclosure

- Karen Peters is the Executive Director of BreastfeedLA: the Breastfeeding Task Force of Greater Los Angeles
- She has no conflict of interest nor influencing financial relationship that could create bias in her presentation

“Handy” Reminders

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For the Ten Steps to Successful Breastfeeding



<http://www.youtube.com/watch?v=WJYiPdGeSZg>

Change Vital Behaviors

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- <http://www.youtube.com/watch?v=o-N57TtyToE>



	Motivation	Ability
Personal	1	2
Social	3 Use Six Sources of Influence	
Structural	5	6

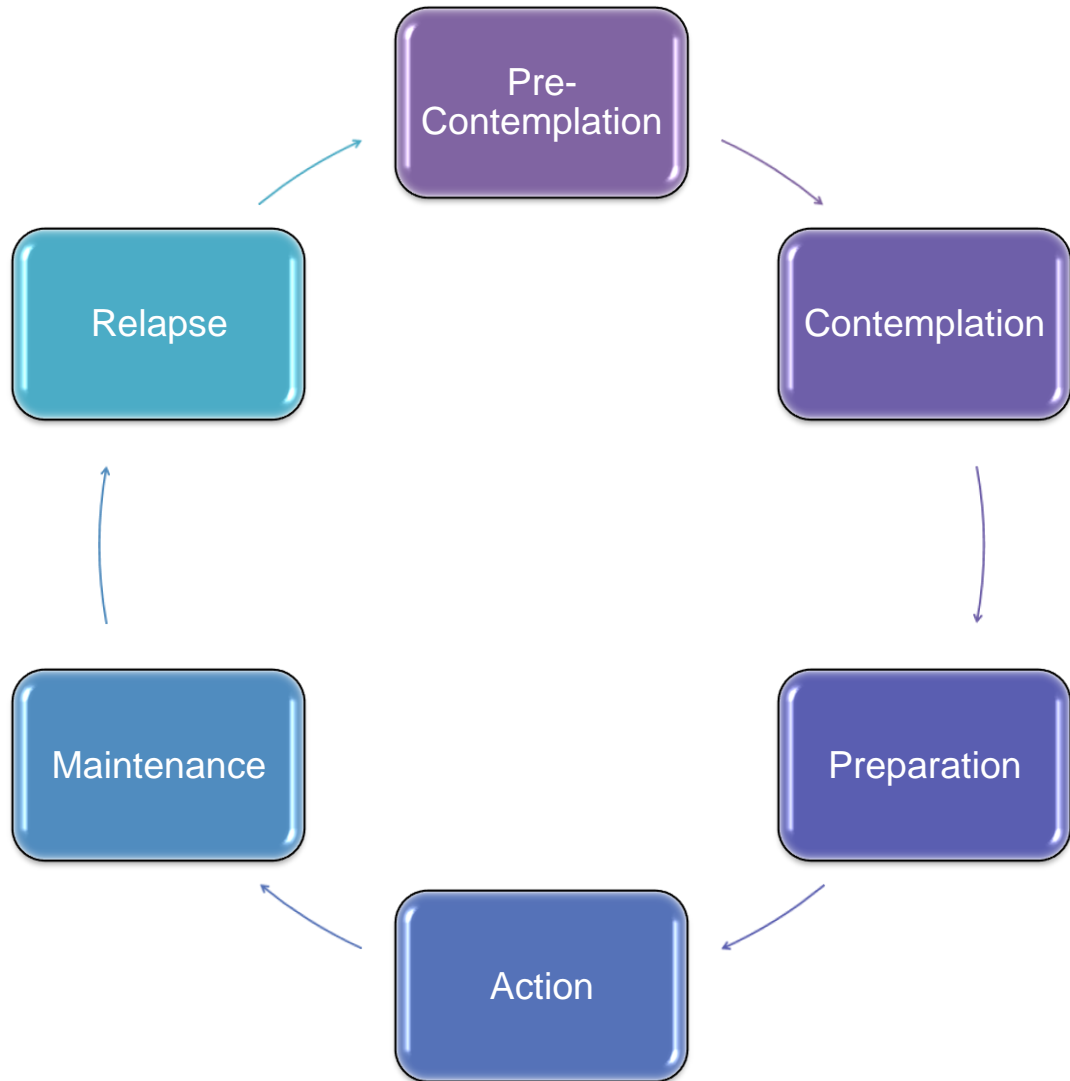
Influencer Model™



Six Sources of Influence

	Motivation	Ability
Personal	1 Make the Undesirable Desirable	2 Over Invest in Skill Building
Social	3 Harness Peer Pressure	4 Find Strength in Numbers
Structural	5 Design Rewards and Demand Accountability	6 Change the Environment

1st Source of Influence



	Motivation
Personal	1
	Make the Undesirable Desirable

2nd Source of Influence

- Education
- Training
- Workshops
- Seminars
- etc



3rd Source of Influence

Champions



	Motivation
Social	3 Harness Peer Pressure

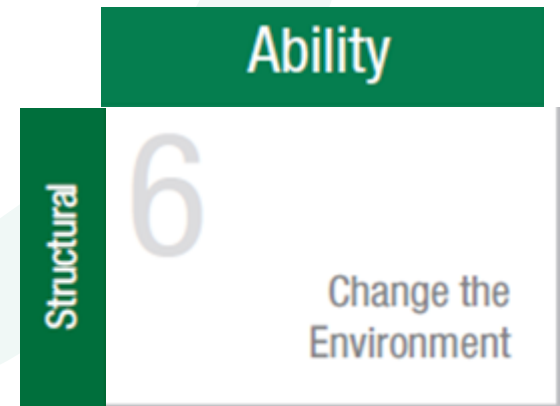
4th Source of Influence

- Buddy system
- Team building



6th Source of Influence

- Implement policy
- Leverage The Joint Commission requirements
- Post breastfeeding rates
 - Celebrate success!



5th Source of Influence

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- Demand accountability after implementing intrinsic and social motivators
 - Use the data
 - Audit the mothers
- Implement corrective action



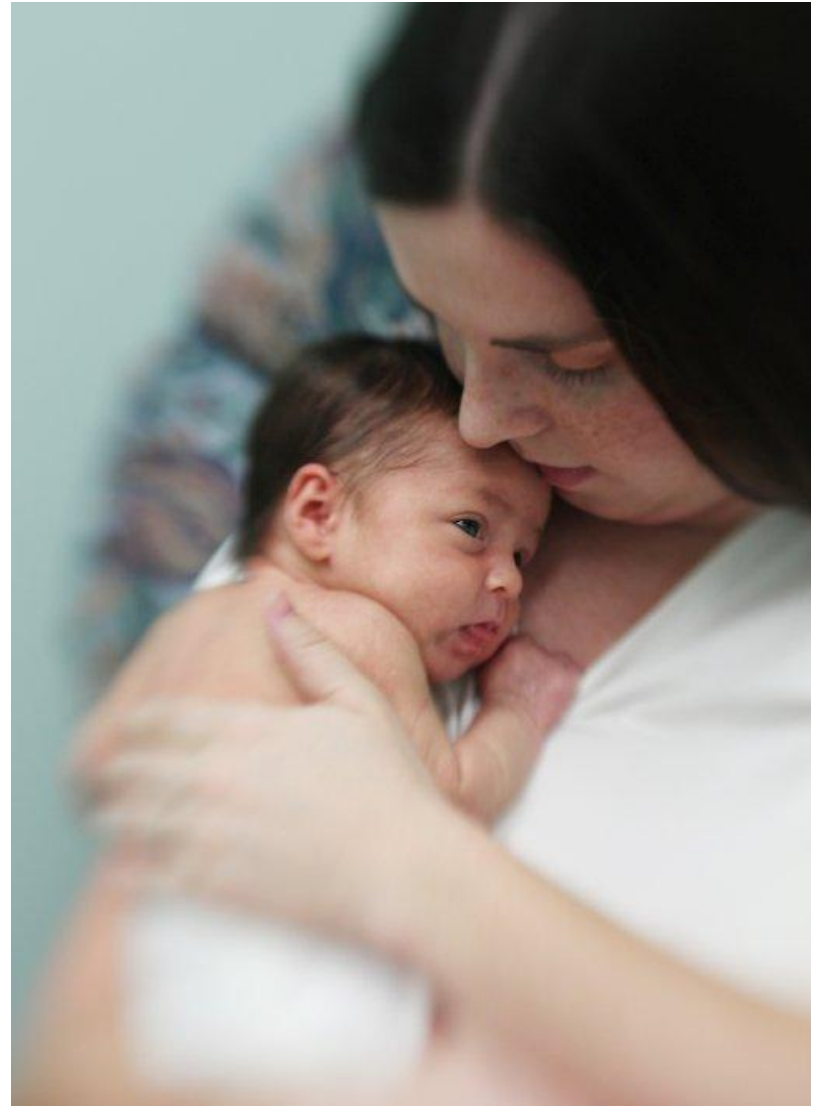
Continuity of Care

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Supporting the Hospital

- Prenatal Education
- Post-Discharge Care



Listening to Mothers



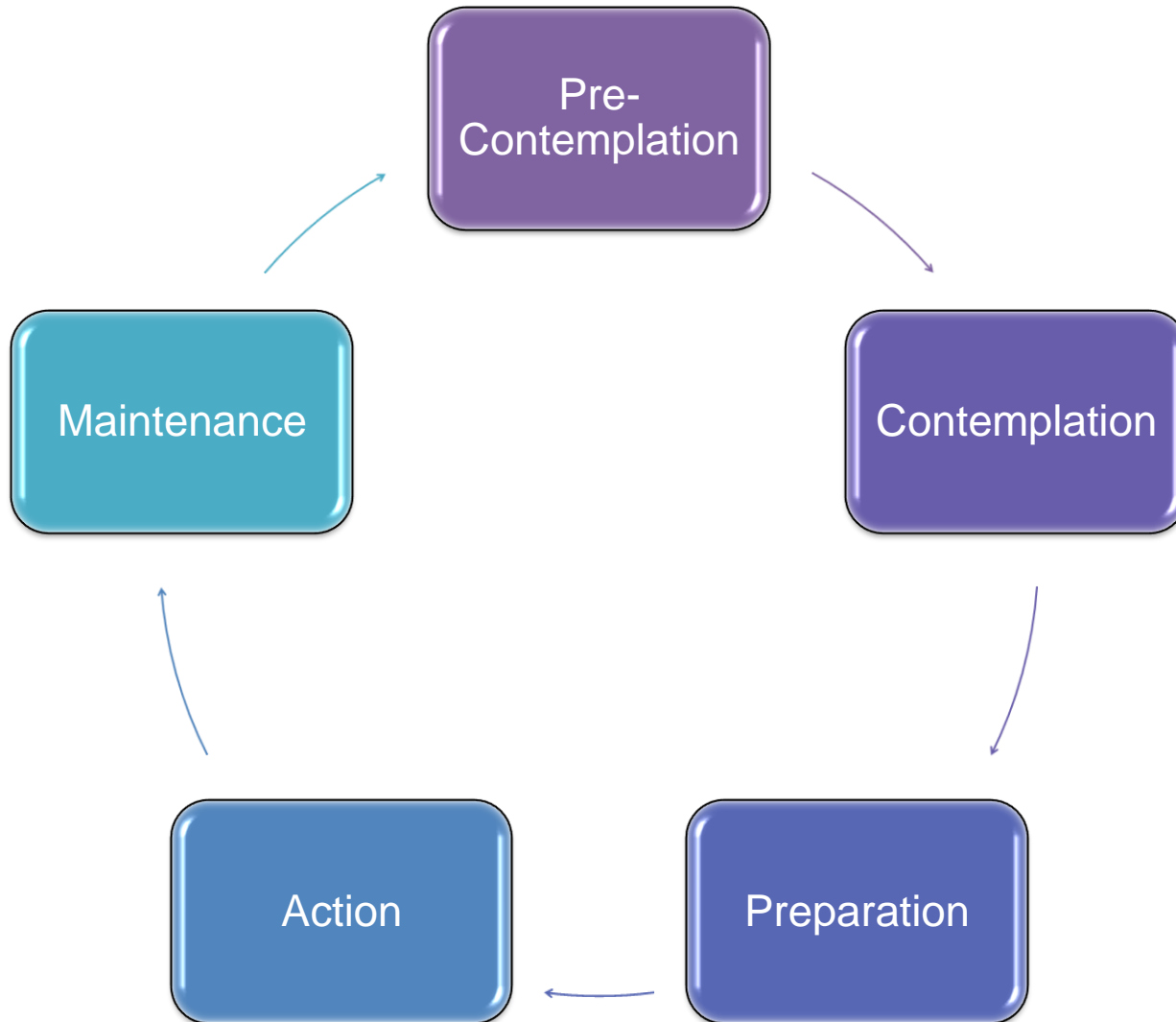
Continuity Assets & Gaps

Descriptors

Name of Key Group, Resource, or Touchpoint

When Service(s) Provided:	Preconception					
	Pregnancy					
	Labor & Delivery					
	Postpartum Care - In Hospital					
	Postpartum Care - Post-Discharge					
Types of Care Given Before Birth:	Childbirth Class					
	Breastfeeding Class					
	Nutritional Support					
	Family Planning					
	Mother-to-Mother Support Group					
	Home Visits					
	Prenatal Medical Care					
	Pregnancy Testing					
	Moms' Class/ Bootcamp					
	Dads' Class/ Bootcamp					

Status Descriptors



Growing a First Food Movement

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- <http://www.youtube.com/watch?v=Zhx-R6p1xAQ>



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