Introducing *Breastfeeding Education* – A guide for you and your baby

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Our LA Team

• Los Angeles County Department of Public Health
  • Maternal, Child & Adolescent Health division

• WIC
  • Northeast Valley
  • PHFE WIC

• BreastfeedLA
Our Project

- Technical assistance to hospitals working toward Baby-Friendly designation
  - BEST (Bringing Education, Systems change, and Technical assistance to you!)
  - Regional Hospital Breastfeeding Consortium (RHBC)
- Hospitals desperate for help to reach out to their local clinics (Step 3)
- Created toolkit and curriculum
Recruitment

• Strategy 1: Offered training to clinics affiliated with or in geographic proximity to hospitals on the Baby-Friendly pathway
  – Hospitals indicated target clinics

• Strategy 2: Offered training to CPSP clinic staff who already completed 8 hour BF training
  – Reimbursement incentive
The Training

• 1-3 hours onsite (lunchtime, non-patient days)
• Provide toolkits for participants
• Open to all levels of clinic staff
• Very interactive
Evaluation

• Baseline:
  ◦ Staff pre-survey (Knowledge, Attitudes & Behaviors)
  ◦ Patient surveys (similar to audit tool)

• Implementation

• Post-surveys

• Exclusive breastfeeding rate trend, when possible
Training Objectives

- To inform prenatal office staff about their role in the Baby-Friendly Hospital Initiative process
- To introduce prenatal office staff to a breastfeeding education tool for use with their pregnant patients
- To train staff to educate mothers about breastfeeding, so their patients can make a fully informed decision about infant feeding
Baby-Friendly Hospital Initiative

Step 3

Inform all pregnant women about the benefits and management of breastfeeding
Prenatal Breastfeeding Education Makes a Difference

• “Educational programs and support services...can improve *initiation and duration*.”

• Prenatal education *improves exclusive* breastfeeding in-hospital.

• Produces *confident & committed* mothers

• Saves PP staff time & increases patient satisfaction.

Guise et al. (2003) Ann Fam Med 1(2), 70-78
Criteria for Evaluation – Step 3

Of the randomly selected pregnant women in the third trimester who are using the facility prenatal services:

At least 80% are able to adequately describe what was discussed about two of the following topics:

- Importance of skin to skin contact
- Rooming-in
- Risks of supplements while breastfeeding in the first 6 months

Baby Friendly USA Guidelines and Criteria
Gaps in PN Education Materials

Many excellent prenatal breastfeeding education materials do not directly address these 3 Baby-Friendly survey points!
Introducing...

Breastfeeding Education: A Guide for You and Your Baby

- 5th grade reading level
- Spanish, English, Chinese, Korean and Vietnamese
- Designed to address the key Baby-Friendly survey points
- 8 pages – one per visit
- Talking Points for each page
- Targeted education
Who Can Provide Education?

• Everyone!
• RN/LVN/MA/CPHW can ask the open ended questions and have discussion
• MD/CNM/NP can give short key messages
  – “What did the nurse discuss with you about breastfeeding?”
  – “Our office promotes and supports breastfeeding.”
  – “My staff will talk with you about breastfeeding.”
  – Suggestion: Put a mini-poster in exam room with provider message
Effective Prenatal Education

- Assess mother’s beliefs and attitudes
- Interactive discussions should be client centered and specific to the woman’s beliefs and concerns
- Perceived barriers to breastfeeding should be honestly addressed
- Breastfeeding should be portrayed as the achievable norm
Tools for Connection

Communication

- Active listening skills
- Open-ended questions
  - Probe to explore barriers
- Affirm feelings
- Ask client for permission
- Educate to target concerns & barriers
  - Information comes last
Contents of the Booklet

• What are the benefits of breastfeeding for me?
• Your Breasts are Changing! and Exclusive Breastfeeding? Yes, You Can!
• Myths About Breastfeeding
• (More) Myths About Breastfeeding
• Breastfeed Babies Get Sick Less Often
• Benefits of Breastfeeding
• A Great Beginning – Skin to Skin & Rooming In
• Planning on Doing Both, Breast and Bottle?
Provides talking points for each page of the booklet, including:

- **Open ended questions** to understand mothers beliefs and attitudes toward infant feeding
- **Key message** corresponding to each page in the booklet
- Suggestion about what to **record** at the visit
- **Comments** section
- Place to record **Date, Signature/title, Time** (for reimbursement purposes)
Using the Booklet & Talking Points

• Patient is handed booklet opened to specific page and asked to read the page while waiting
• Staff asks mother an open ended question about what she read (from provider Talking Points)
• Physician or other staff gives key message

Goal: Establish rapport, identify barriers and provide targeted education
Example for Page 1: What are the Benefits for Me?

- Patient reads this page

- Staff asks open ended questions

- Staff affirm mothers feelings & thoughts

- Staff summarizes & includes key message
What if mother has questions or concerns about breastfeeding?

• Example:

  Patient says “My mom died of breast cancer, so less breast cancer is the benefit I like. But my sister’s nipples just about fell off when she breastfed. I can’t do that.”

You have now identified one of this mother’s barriers to breastfeeding. Note this under Comments on Talking Points sheet.
Charting

Document on Talking Points sheet or in patient’s chart:

- Key Messages addressed
- Barrier addressed
- Resources shared
- What to F/U on next time
- For CPSP: Date, Signature/title and Time (in minutes)
Reimbursement & Resources

• Describe how breastfeeding services can be reimbursed through CPSP
• Describe various community resources available to support breastfeeding
  – WIC food packages and support services
  – Additional trainings
Preparing to Implement

- Look at clinic flow and get input from everyone
- What will be the charting plan?
- Evaluate passive education at your clinic (posters, DVDs, books, magazines)
- Staff preparation:
  - Take time to become familiar with booklet and Talking Points
  - Practice open ended questions and validating feelings
  - Practice explaining how breastfeeding works
Project Results

- Have trained over 30 clinics
- Implementation has varied
- Clinics next to hospitals designated in 2014 using the booklet
- Ongoing training requests expanding beyond LA County
- Evaluation is challenging!
  - difficult to track pt. from clinic to hospital
- Follow up surveys indicate improvement in staff knowledge and requests for more booklets
- Improvements in in-hospital EBF rates
- Enhancements and revisions made by various organizations and hospitals