

The Baby-Friendly Experience: Changing Culture through wide-scale RN staff education.

Lauren Hodges, RN, MSN, CNM, ANC Virtua Memorial Hospital, Mount Holly, NJ

The BFHI was used to provide evidence-based care, meet Joint Commission standards, and meet federal and state DOH regulations. The challenge: educate 600+ MCH RN's and to change the culture. The goal: RN's translate evidence based-research into nursing practice and increase in breastfeeding. Large group presentations, multiple small group stations, multimedia presentations, and tangible take-home education were used. While interacting with Lactation Consultants and educators, staff was able to handle equipment, practice skills, and learn scripting for difficult situations.

The Breastfeeding Initiative: Creating an Online Toolkit

Mary Woelfel, MPH, IBCLC, Brandon Duck, RN, BSN, Nicole Smith, RN, BSN, Krysta Titel, MPH
San Joaquin County Public Health Services Breastfeeding Initiative

Graduate students from Betty Irene Moore School of Nursing, UC Davis worked with San Joaquin County Public Health Services staff to create an online Breastfeeding and Working Toolkit for the Breastfeeding Coalition of San Joaquin County's website. Project's goal was to create a functional online Breastfeeding and Working Toolkit with simple handouts and links. The Toolkit has helped solidify the reputation of the Coalition's website as a trusted source for breastfeeding information in the community.

Improving the System of Delivery of Breastfeeding Education in the Prenatal Setting

Alyson Foote, RD, CLE; Gretchen Page, MPH, CNM, IBCLC; Jennie Torti
Riverside County WIC Program, So Inland Cty Regional Perinatal Program, and PAC/LAC

A collective effort of WIC, DPH, RPPC, providers, and lactation specialists in response to surgeon general's call to action to support breastfeeding. The need for improved system of delivery of breastfeeding education in prenatal setting was addressed. A book containing information about breastfeeding, baby behaviors, and the benefits of the WIC program was developed and used at a woman's prenatal care appointments. It is made available to all mothers regardless of feeding decision. The project is piloted at two health care facilities and training provided to CPSP staff.

The "Because I Care About You" Card Sander Sanchez Mendocino County Breastfeeding Coalition

This project targets a period of vulnerability at about two weeks postpartum. It is available at various sites around the community or may be printed directly from the FIRST 5 Mendocino website. The card, with a menu of service items, is presented to mother-to-be at a baby shower. Mother-to-be selects her preferred option, and two weeks postpartum, the card-giver will contact the mother and fulfill the obligation. The card offers encouragement, anticipatory guidance, and helpful resources for breastfeeding problems and PMADs.

The effect of lactation-educators implementing a telephone-based intervention among low-income Hispanics: A randomized trial Merav Efrat Phd, IBCLC and Sherri Mendelson, BA CSU Northridge/ Providence Holy Cross Med Ctr

A phone-based breastfeeding intervention delivered by lactation educator's influence on exclusive breastfeeding rates in low-income Hispanic women was reviewed. No differences between control and intervention groups in rates of breastfeeding initiation, significant difference in duration of exclusive breastfeeding during infant's first week of life. Intervention group mothers were more likely to report exclusive and only breastfeeding compared to control group, and less likely to discontinue breastfeeding. Intervention suggests that telephone-based breastfeeding calls maybe a cost-effective strategy for improving both quantity and duration of breastfeeding.

Using digital narrative and social media to build support for breastfeeding in the African American community

Elizabeth Bayne, Gray Bayne Film and Media

Much of the educational material targeting African American women consists of images of black women next to repurposed content developed for a general audience. The African American Breastfeeding Project is an online video project designed to collect the unique stories and breastfeeding experiences of African American mothers, helping to create breastfeeding as a social norm in the African American community.

Partnerships Support Healthy Breastfeeding Beginnings Heather Hanna, MPH First 5 Ventura County, Ventura, CA

A gap analysis of breastfeeding practices in Ventura County revealed need for greater collaboration among hospitals and community for quality improvement, increased capacity building for health professionals, and improved knowledge among the community. Six maternity hospitals engaged in collaboration, quality improvement, and best practices. Nurses and health professionals were trained, over 5000 breastfeeding bags were distributed, and a workplace breastfeeding campaign was initiated. Partnership with the Breastfeeding Coalition of Ventura County has created a change in the landscape of breastfeeding.

Sling it Forward Arkansas

Lena Strickland, Arkansas Department of Health WIC

The "Sling It Forward Arkansas" program was adapted from Shasta County WIC's "Sling It Forward" program. The purpose of the program is to encourage "baby wearing" that supports fitting breastfeeding into the lifestyle of today's mothers. Manufacturers are asked to donate samples of slings/wraps/carriers for use in the free of charge program. The slings are loaned out for ~30 days. At the end of the loan agreement, the mother is given information about where to purchase her preferred sling.

Breastfeeding Education in a Baccalaureate and Associate Degree Nursing Program

Denise Breheny RN, MSN, IBCLC Mount St. Mary's College, San Pedro, CA

Determination of students' intentions towards promoting best breastfeeding practice and providing breastfeeding support to breastfeeding women following the completion of rotation of maternity-pediatric theory and clinical course. A 140-item survey was given during a class. A majority of students showed supportive attitudes towards breastfeeding; felt having baseline breastfeeding knowledge was fundamental to all nurses; and were confident in their ability to provide support. Increased confidence and perception of preparedness were shown to predict increased intentions to provide support. Accurate evidence based knowledge should be included in all phases of nursing curriculum.

Centralized Breastmilk Handling & Bar Code Scanning Improve Safety & Reduce Breastmilk Administration Errors

Caroline Steele, RD, IBCLC Children's Hospital of Orange County

Safe handling of breastmilk in the hospital is assumed, however errors occur. Children's Hospital of Orange County (CHOC) administers approximately 7,000 breastmilk feeds monthly, creating the risk of confirmation bias and reduced sensitivity. Error rates prior to breastmilk handling process changes and after each of two phases was evaluated. Centralized breastmilk handling reduced errors from 19 to 4. Centralized preparation and bar code scanning of breastmilk reduces errors.

Experiences of Mothers who Exclusively Breastfed to 6 months in Central Valley of California

Amy E. Evans, MD, FABM *, Krishna Patel, MD, and Ksenya Shliakhtistsava, MD

Dept Pediatrics, UCSF-Fresno **Funding Sources:** The Community Regional Medical Center Foundation

Local EBF rate is 47.1% before hospital discharge and is likely well below target at 6m. A statewide EBF rate to 6m is 21.7% with no local data available. The study explored factors which helped mothers succeed in EBF to 6m. This will help deliver future targeted care. Challenges identified were latch difficulties, medical complications, social pressures to start solids, milk supply, pumping issues, and lifestyle changes. Maternal choice prenatally, social support, and physician guidance were the most significant factors that helped mothers succeed.

Changes in LA County Exclusive Breastfeeding Rates in Hospitals Receiving BEST Technical Assistance and CDC Community Transformation Grant, LAC Dept of Public Health, and Breastfed LA Funding

Cindy Young, RD, CLE, CLC, MPH Breastfeed LA

Assistance included hospital administrator meetings, 1:1 coaching, a monthly learning collaborative, resources, mock survey, and assistance with paying BFHI fees. The average increase in exclusive breastfeeding rates for hospitals both First 5 LA funding and BEST technical assistance was twice as great as those that received just one of the two resources, substantiating the benefit of multiple assistance and funding.

Attitudes and Predictors to Breastfeeding Among African American Women in Los Angeles County

Leslie Lopez, MPH Choose Health LA Moms

Three 90 minute focus groups were conducted. Data on demographics, breastfeeding practices, and attitudes was collected. Education level was the strongest demographic predictor for exclusive breastfeeding six months or more. Of those who did not breastfeed or supplemented with formula or baby cereal believed they did not have enough milk and stated they had problems with breastfeeding including soreness and pain. Breastfeeding education should be targeted at women of lower education and social media can be used as a successful platform for education.