The Bookends of Baby Friendly
A Look at Prenatal and Post-Discharge Care

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Objectives for Today

- Identify where families are getting their prenatal care, opportunities to standardize the education they receive as well as personalize it to each patient as much as possible.
- Identify options for post-discharge lactation support and how to best connect patients to services.
- Look at ways to leverage the EHR as a communication tool and a driver of best practice.
- Look at ways to specifically address health disparities and link patients to services.
The CCRMC Journey

- Waited and waited and kept waiting for support to begin the Baby Friendly process
- While waiting began several QI projects around breastfeeding, started with post-partum discharge planning, creation of our newborn clinic follow-up system which included babies born at other hospitals and began to look at health disparities, a lot of the work Jessica did
- Thankful to PRIME and the mandate to become Baby Friendly which gave us the opportunity to address the prenatal system and post-partum systems of care
Contra Costa Health Services
Central Hospital-Clinics Throughout County

- Martinez Health Center
- West County Health Centers
- Pittsburg Health Center
- Bay Point Health Center
- North Richmond Health Center
- Brentwood Health Center
- Antioch Health Center
- Concord Health Centers

Other Participating clinics and Hospitals include: Sutter Kaiser, John Muir, Lifelong, La Clinica, Planned Parenthood
Contra Costa Health Services
Who Are We?

Contra Costa County Regional Medical Center
Safety Net Hospital
- Level 2 Nursery
- Family Medicine Training Program
- 2000 Babies Delivered/Year
Breastfeeding Partners and Referral System

Contra Costa Health Services

Health insurance Plans CCHP

County and Community-Based Clinics

Hospitals and Medical Centers PC-05 (Perinatal Core Measure) PRIME

Public Health Nursing

WIC Peer Counselor Support Groups Warm line Prenatal education Free Breast Pumps

Family & Maternal Child Health Programs Centralized Referral System

Breastfeeding and Health Disparity Coalitions
Prenatal

- Multidisciplinary Team including: providers, clinic nursing, health disparities, patient education, WIC, County Health Plan, Public Health, IT, student intern, external clinic representation
- Applied QI principles
- Created booklet with consistent messaging in several languages
- Launching EHR documentation that begins with healthy start, then prenatal visits, is viewable by hospital staff and can be utilized post-partum
Provide consistent Prenatal Breastfeeding Education designed to empower a mother’s feeding choice by being patient driven, culturally relevant and evidence-based; delivered by a supportive and knowledgeable healthcare team across the system. Success will be measured by at least 80% of patients with documented education and 80% of staff with completed training.

**Prime Timeline**

**Requirements for Baby Friendly**

- Mother’s experience, goals, concerns, barriers
- Who is her support
- What is her social system
- Transportation and economics
- Cultural beliefs/religion
- Literacy and how does she best receive education
- Family system and beliefs (if different than hers)

- Staff beliefs/ how they value and define their role
- Staff knowledge and comfort with breastfeeding info
- Institutional barriers, variance between clinics
- Referral Systems
- Knowing and connecting resources
- Communication, ccLink, other technology/EHRs

- Quality standardized content
- Standardized documentation
- Number of educational visits needed
- Who should give each piece of the education
- Staff and space
- Technology/Modalities to assist in the education
- Incentives
PRENATAL BREASTFEEDING PATIENT EDUCATION – 6 TOUCHES

**First visit  HEALTHY START**
Expanded intake including psychosocial, family and cultural barriers to Breastfeeding
Receive educational booklet or online equivalent

**First Provider Visit 4-12 weeks**
Early Ultrasound dating clinic, review of medical risk and assignment of prenatal provider

**First Trimester Prenatal**
Opportunity for provider education
Review HS intake
Identify any medical barriers, Breast Exam
Plus nursing intake

**WIC CLASS**
GP 29
Early Pregnancy

**WIC CLASS**
GP 06
Understanding Baby

**WIC CLASS**
GP 31
How to Breastfeed

**Third Trimester Prenatal Visit**
Repeat Breast Exam, address any medical issues, GDM, etc
Reaffirm plan to breastfeed, normal baby behavior and overall hospital plan/experience
Plus nursing intake
Leveraging the EHR

- Unique to each patient, expresses their goals, medical issues and prepares them for the hospital
- Standardized
- Encourages best practice for all providers
- Slow process
- Download relevant patient education
- Plan to link to website with cultural competency as well as electronic versions of all documents and educational handouts
# Healthy Start Intake

## Breastfeeding History
- **Have you been provided info on the importance of breastfeeding?**
  - [ ] Yes
  - [ ] No

## Feeding Plan
- **How are you planning to feed your baby (breast, formula)?**
  - [ ] Breastmilk
  - [ ] Formula and Breastmilk
  - [ ] Formula
  - [ ] Undecided

- **What do you see as the benefits of breastfeeding?**
  - [ ] Healthy for baby
  - [ ] Bonding
  - [ ] Easy
  - [ ] Cheaper than formula
  - [ ] Other (Specify)

- **What are some barriers to you breastfeeding?**
  - [ ] None
  - [ ] Fear of falling/low confidence
  - [ ] Fear of pain/pain
  - [ ] Lack of support
  - [ ] Time constraint (school, work, etc)
  - [ ] Social constraint
  - [ ] Health/Dietary
  - [ ] Medication
  - [ ] Prior difficulties
  - [ ] Other

**Explain prior difficulty:**
- [ ] Trauma
**View to Care Team**

**Healthy Start-BF History & Plan**

01/14/19 1043

**Breastfeeding History**
- Have you ever breastfed? Yes
- How long did you breastfeed? Over 6 mos
- Did you give only breastmilk? Yes
- Did you feel supported in your decision to breastfeed? by Christina Wong, MD at 01/14/19 1043
- Prior Challenges Other (Specify)
- Challenge Trauma

**Feeding Plan**
- How are you planning to feed your baby (breast, formula)? Formula
- Have you been provided info on the importance of breastfeeding? Yes
- What are some barriers to you breastfeeding? Medication

**Resources**
- Provided patient with the following resources My ccLink access/instructions; Other referral (Specify)
- Referred to other service
## First Trimester Provider Visit

### 1st Trimester (Clinic) - Baby Friendly

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### Time taken: 1413 | 1/14/2019

#### 1st Trimester

- **Have you been advised to breastfeed for the first 6 months?**
  - Yes
  - No

- **Have you decided you will breastfeed?**
  - Yes
  - No

#### What are your current health concerns?

- PCOS
- Inverted nipples
- Hypoplastic breasts
- Wide spaced nipples
- Hypothyroidism
- Prior breast surgery
- Obesity
- Pre-gestational Diabetes
- Domestic/intimate partner violence
- Smoking
- Substance abuse
- Mental Health
- Medication
- Other

#### What are some barriers to you breastfeeding?

- None
- Fear of failing/low confidence
- Fear of pain/pain
- Lack of support
- Time constraint (school, work, etc)
- Social constraint
- Health/Dietary
- Medication
- Prior difficulties
- Other

- **Medication taken today**

- **Other**

- **Have you had a breast exam?**
  - Yes
  - No

- **Were the results normal or abnormal?**
  - Normal
  - Abnormal
Third Trimester Provider Visit

3rd Trimester (Clinic) - Baby Friendly

- Time taken: 1414, 1/14/2019

- 3rd Trimester
  - Have you had a breast exam?
    - No taken 4 days ago
  - Were the results normal or abnormal?
    - Normal

- Special Breastfeeding Topics
  - Diabetes
    - No taken 4 days ago
  - Induction of labor
    - No taken 4 days ago
  - Scheduled C-Section
    - No taken 4 days ago

- Additional Special Considerations in Breastfeeding
  - Have chronic medications been reviewed and determined to be safe for breastfeeding? (Use Lact/MedToxnet as reference)
    - Yes taken 4 days ago
  - Reason meds were not reviewed
  - Any active or recent use of Alcohol, Marijuana or Tobacco? (IF “Yes”, provide counseling)
    - Yes taken 4 days ago
Post-Partum Lactation Support
Gold Standard

- 7 Newborn clinics distributed throughout the county Monday – Saturday
- Staffed by a provider who bills for the baby and a Lactation consultant who bills for the mother
- Additional newborn slots with providers with additional training
- Any unfilled spot is filled with general pediatric patients insuring a full roster
- Do not cancel clinic if LC unavailable
Additional Options/Services

- LC at WIC
- Home LC support
- Pump ordering system based on insurance
- Smart Set in EPIC to guide providers to appropriate services
- “make it easy for people to do the right thing”
Next Steps

- Continue to optimize the EHR
- Improve referral process
- ? Need for prenatal consult
- Look at more on-line and social media options to meet patients needs
- Work with community partners to bring more culturally relevant and family centered information to patients in a meaningful way
- Look at ways to measure our success
- Advocate for employed positions for our IBCLCs (currently on contract)