

Early Notification Delivery System (ENS)

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County of Sacramento WIC

First 5 Sacramento Community
Lactation Assistance Program

Sacramento County

- Averages 19,685 births/year*
- 4 major hospital systems
- 2 WIC agencies (10,900 infants enrolled)**

BFHI Step 10

- Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or birth center.

Baby Friendly to WIC

- 90% of women in CA initiate breastfeeding in the hospital
- Mothers often wait until it is too late to get breastfeeding support
- Breastfeeding is often blamed for crying, waking babies

Research supports...

- As reported in a 2011 survey from the Maternal, Child and Adolescent Health Program of the California Department of Public Health, almost half of the mothers who intended to breastfeed were breastfeeding at one month postpartum.

Goal

- ◉ Narrow the disparity between breastfeeding rates at time of delivery and discharge by providing early breastfeeding help and support

Bridging the Gap

- In 2011, Sutter Memorial Medical Center was taking steps to become baby friendly
- We approached Sutter Memorial Medical Center to “pilot” an idea to bridge the gap between a mother’s hospital discharge and her WIC appointment

ENS

- ◉ Developed by the Breastfeeding Program Manager for Sacramento County WIC and SMCS' Lactation Program Manager
- ◉ Notification of delivery sent to WIC for any Medi-Cal or Medi-Cal eligible breastfeeding mother

Referral Form

New Mom Referral (to WIC) for Breastfeeding Phone Support from Sutter Medical Center, Sacramento

Date ____ / ____ / ____

I, the patient, by signing this form, give this hospital the permission to release the information listed below to the Sacramento County WIC Program so that they may call me to provide breastfeeding support and help.

Por medio de la presente y mi firma, doy permiso a este hospital para divulgar la información anotada abajo a Sacramento County WIC Program para el apoyo en la lactancia.



Mother's Name	Telephone Number	Baby's Name	Delivery Date	Language
	() - () -		____ / ____ / ____	<input type="checkbox"/> English <input type="checkbox"/> Spanish <input type="checkbox"/> other: _____

WIC Site:

Sacramento County WIC:

Florin Road
 Grand Avenue
 Oak Park (9th & MLK Jr. Blvd)
 Rancho Cordova

CRP WIC:

Broadway
 North Highlands
 Citrus Heights
 East Stockton
 Galt
 Fruitridge
 Ethan Way

Other:

Not currently enrolled on WIC

Mother's Signature/Firma de madre

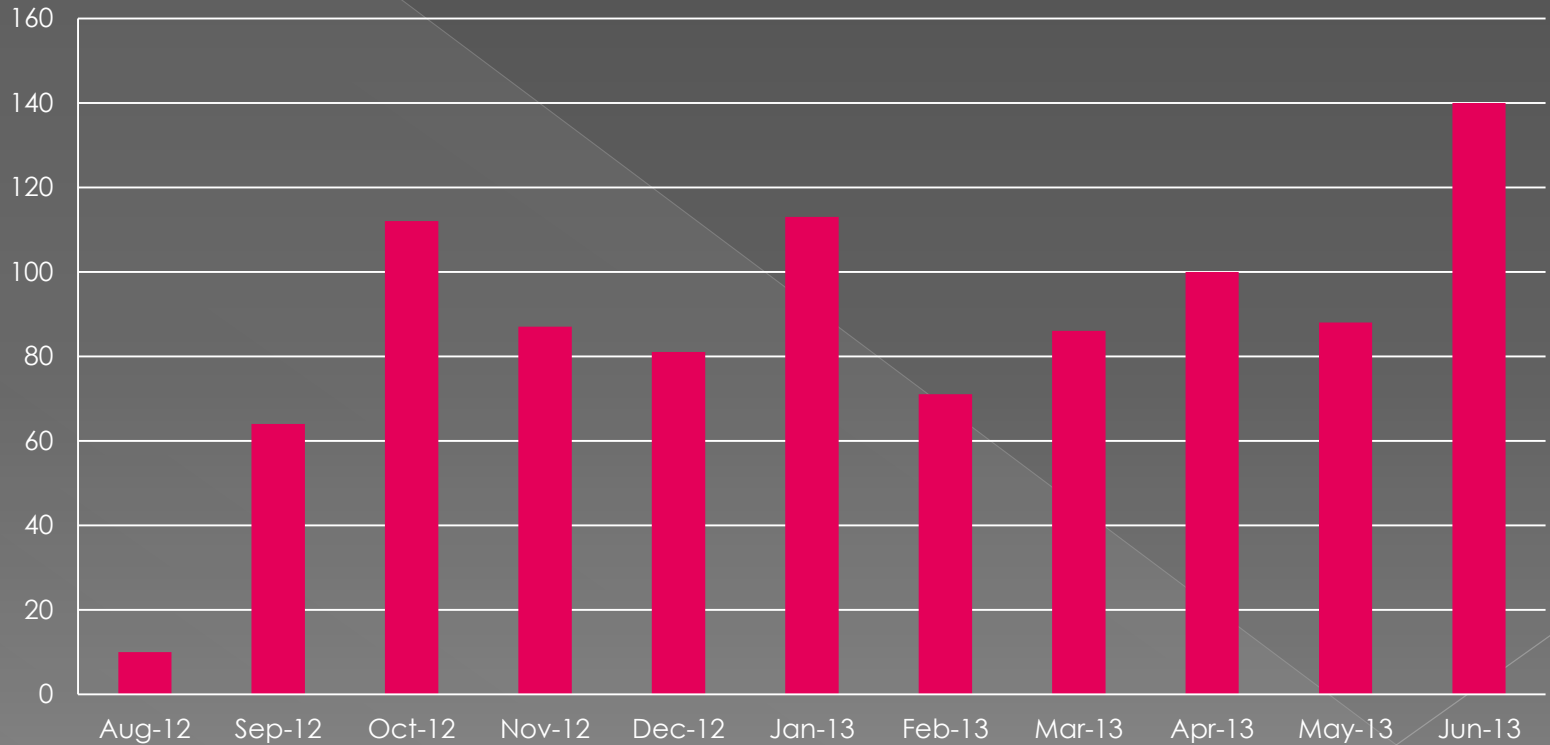
Date

PLEASE FAX DAILY TO SACRAMENTO COUNTY WIC:
Fax: (916) 875-2154 Telephone: (916) 876-5000

Thank You!

Number of Referrals FY 12-13

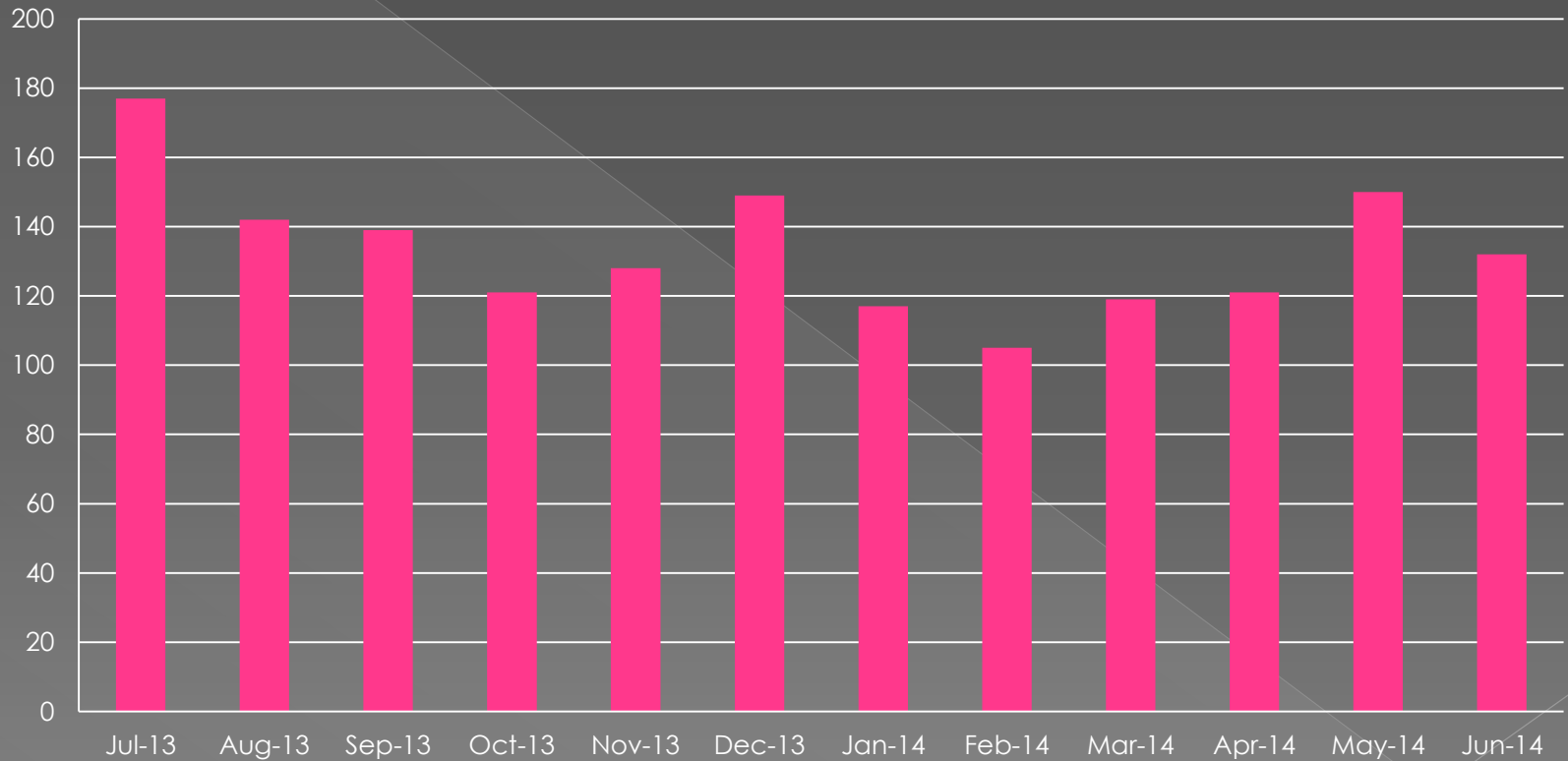
ENS Referrals



	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13
ENS Referrals	10	64	112	87	81	113	71	86	100	88	140

Number of Referrals FY 13-14

ENS Referrals:



	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
■ ENS Referrals:	177	142	139	121	128	149	117	105	119	121	150	132

Collaboration

1		CRP	Sac WIC	Other County	Not on WIC	No Signature	Faxed IN
8	2/7/2014	1	2	1			4
9	2/8/2014						0
10	2/9/2014						0
11	2/10/2014	4	7	1	2		14
12	2/11/2014	1					1
13	2/12/2014						0
14	2/13/2014	4					4
15	2/14/2014	6	3		1		10
16	2/15/2014						0
17	2/16/2014						0
18	2/17/2014						0
19	2/18/2014	6	4			1	11
20	2/19/2014		3				3
21	2/20/2014	1	2				3
22	2/21/2014		2		1		3
23	2/22/2014						0
24	2/23/2014						0
25	2/24/2014	4	5				9
26	2/25/2014	2		1	2		5
27	2/26/2014	1	5				6
28	2/27/2014	2					2
29	2/28/2014		3		1		4
30	Total	43	49	3	9	1	105

Results

November 2013:

Forms Received:	128
Sac County:	75
Reached:	79
Unable to Reach:	14

December 2013:

Forms Received:	149
Sac County:	67
Reached:	87
Unable to Reach:	16

January 2014:

Forms Received:	117
Sac County:	66
Reached:	81
Unable to Reach:	22

Tracking

Date	Language Preference	First Name	Last Name	Family ID	Phone #	Baby's DOB	Attempt 1 Date/Time/Outcome /Initials	Attempt 2 Date/Time/Outcome /Initials	Attempt 3 Date/Time/Outcome /Initials	Notes

Consult Scheduled?	ENF Code	Initial Food Package	1 Month Food Package	3 Month Food Package	6 Month Food Package

Future Plans: Track Issued Food Package, what effect does ENS have on duration...

Growing ENS

- Next Steps
 - > Expansion?
 - > Funding?

References

- Baby Friendly USA.
<http://www.babyfriendlyusa.org/>
- Maternal, Child and Adolescent Health (MCAH) Program of the California Department of Health, MIHA, the Maternal and Infant Health Assessment 2011.
www.cdph.ca.gov/MIHA
- Feldman-Winter L. Evidence-based interventions to support breastfeeding. *Pediatr Clin North Am.* 2013; 60: 169-87
- Gross SM, et al. Early postpartum: A critical period in setting the path for breastfeeding success. *Breastfeeding Med* 2011; 6: 407-412