

Supporting Lactation Across the Continuum

Presented by:

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Agenda




1. Background
2. Common Barriers to Success
3. Solutions to Common Barriers
4. Results
5. Continued Opportunities
6. Q&A

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Background

- Patient feedback demonstrated areas of opportunity



Felt overwhelmed by unrealistic expectations, so gave up

I did not feel prepared

Breastfeeding advice is inconsistent

Confusing


There was no mention of breastfeeding challenges beforehand (prenatally)

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Background

- Initial state

- 2010: Looked closer at inpatient breastfeeding rates
- Facility variation in PC-05 rates (Q1, 2010)
 - Lowest: 40%
 - Highest: 70%
 - Regional Average: 51%
- Lack of outpatient data, no metrics
- KALA – advocating breastfeeding support



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Common Barriers to Success

- Lack of support & prioritization from senior leadership
- Insufficient prenatal education for moms on the importance & benefits of breastfeeding
- Lack of breastfeeding-friendly maternity practices & policies in the hospital setting
- Inadequate preparation or education for clinicians to support mothers who wish to breastfeed
- Lack of easy access to lactation support outside of the hospital
- Limited communication between clinicians across healthcare settings
- Inconsistent quality of care across different settings

Source: The Surgeon General's Call to Action to Support Breastfeeding.

Solutions to Common Barriers



Leadership



Metrics



Collaboration



Education



Infrastructure

Solutions to Common Barriers



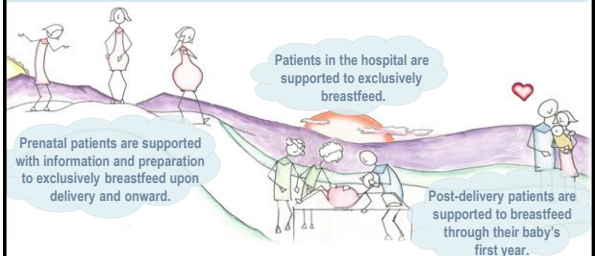
Leadership

- Secure senior leadership sponsorship and support for lactation
 - Burning platform: Address patient dissatisfiers re: lactation experience
 - Regulatory push: Joint Commission introduces PC-05
 - Health People 2010 Goals
- Establish cross-continuum oversight structures that include regional leads and local champions



Our Vision Across the Continuum

KP NCAL will provide high quality and consistent lactation support to moms from pre-delivery through the first year so that they can successfully begin, continue, and enjoy their breastfeeding experience.



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Kaiser Lactation Associates (KaLA)

Health Educators

OB/Gyn Chiefs & Mgrs

IP MCH Directors

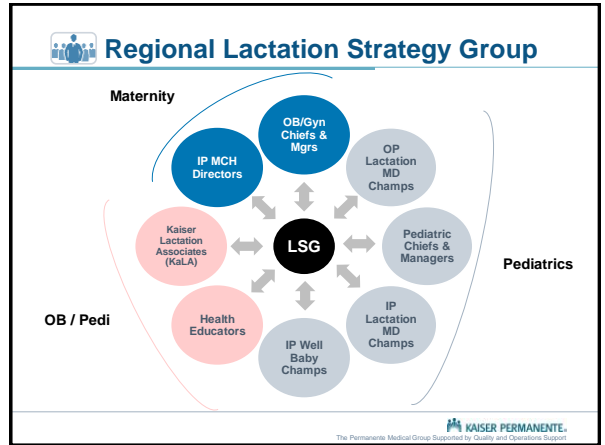
IP Well Baby Champs

IP Lactation MD Champs

Pediatric Chiefs & Managers

OP Lactation MD Champs

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Solutions to Common Barriers

Metrics

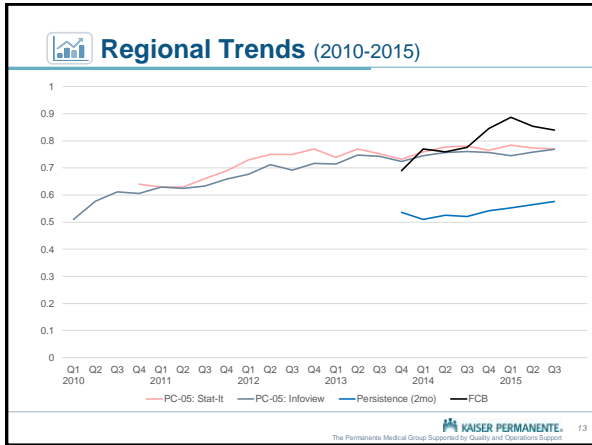
- Produce a quarterly cross-continuum dashboard displaying measures for care experience, access to care, and breastfeeding outcomes for all facilities within the region
- Review dashboard regularly with leadership and share performance with all stakeholders

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Lactation Dashboard

| MEASURE | Prenatal | | Hospital | | | | Pediatrics | | | | | Care Experience |
|-------------------|------------------|--------------------------------|------------------------|-----------------|---------------------|--|---|-------------------------------------|---------------------------------------|---------------------------|-----------------------------------|-----------------|
| | Care Experience | Outcomes | Outcomes | Care Experience | Outcomes | Outcomes | Access | Access | Care Experience | | | |
| | NRC: OB provider | PC-05 Exclusive Breast Feeding | PC-05A Mother's Choice | NRC: Nurses | NRC: Home with baby | Exclusive breast milk feeding at 2 weeks | Exclusive breast milk feeding at 4 months | Any breast milk feeding at 6 months | AAFC Appt. Outcome: % of total demand | AAFC Patient Dives Access | Satisfied with breastfeeding help | |
| ACCOUNTABLE GROUP | OB/Gyn | All | All | MCH Directors | PED | PED | PED | PED | PED | PED | PED | |
| REPORTING PERIOD | Q2 2015 | Q2 2015 | Q2 2015 | Q2 2015 | Q2 2015 | Q3 2015 | Q3 2015 | Q3 2015 | Q3 2015 | Q3 2015 | Q3 2015 | |
| TARGET | 80% | 81% | 82% | 83% | 84% | 85% | 86% | 87% | 88% | 89% | 90% | |
| Delivery Facility | | | | | | | | | | | | |
| Facility A | 81% | 82% | 81% | 79% | 81% | 79% | 80% | 88% | 87% | 82% | 91% | |
| Facility B | 80% | 80% | 74% | 84% | 82% | 78% | 83% | 87% | 84% | 83% | 90% | |
| Facility C | 79% | 78% | 83% | 83% | 80% | 81% | 84% | 86% | 89% | 84% | 90% | |
| Facility D | 78% | 76% | 75% | 81% | 83% | 80% | 84% | 85% | 85% | 85% | 88% | |
| Facility E | 77% | 81% | 71% | 77% | 79% | 86% | 86% | 84% | 88% | 86% | 87% | |
| Facility F | 76% | 77% | 82% | 82% | 84% | 82% | 87% | 87% | 87% | 87% | 86% | |
| Facility G | 75% | 75% | 79% | 78% | 78% | 84% | 85% | 87% | 85% | 85% | 85% | |
| Facility H | 74% | 79% | 78% | 79% | 85% | 85% | 86% | 83% | 86% | 89% | 84% | |
| Facility I | 73% | 81% | 80% | 80% | 77% | 81% | 86% | 80% | 86% | 90% | 90% | |
| REGIONAL AVERAGE | 77% | 78% | 79% | 80% | 81% | 82% | 83% | 84% | 85% | 86% | 87% | |

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Solutions to Common Barriers

Collaboration

- Encourage the development of multi-disciplinary, cross-continuum teams to focus on enhancing lactation support at the local level
- Share critical moves and highlight best practices across facilities at regional leadership meetings
- Connections between MDs & RNs/LCs

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Solutions to Common Barriers

Patient Education

- Develop health education classes and easily accessible patient facing materials
 - Healthy Pregnancy newsletter
 - Prenatal BF classes
 - Handouts include:

| | | | | |
|--------------------------------|---|--|--------------------|---|
| Breastfeeding After Your Visit | Breastfeeding Diet for Teen Mothers & Mother of Twins | Breastfeeding Your Baby: The First Few Weeks | Breast Engorgement | Breast Pumps & Returning to Work/School |
| Cup Feeding | Finger Feeding | Hand Expression | Low Milk Supply | Mastitis |
| Sore Nipples | Skin to Skin | SNS: Supplemental Nursing System | | |

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MDO: My Doctor Online

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Solutions to Common Barriers

Provider Education

- Provide standard provider and staff educational materials to ensure consistent communication and messaging, with targeted efforts for identified knowledge gaps
 - Nursing education
 - 2hr Online Breastfeeding Curriculum (2015)
 - Physician education
 - Regional Breastfeeding CME Course (2015)




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Solutions to Common Barriers

Infrastructure

- Utilize KPNC's robust electronic health record system, KP HealthConnect, to provide clear communication across care settings, and near real-time reporting of patient outcomes to facilitate performance improvement efforts
- Leverage KPNC's centralized call center to provide a single source of advice and appointment booking for lactation services
- Policies to support breastfeeding



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Results



At the Hospital



Post-Discharge

Continued Lactation Support

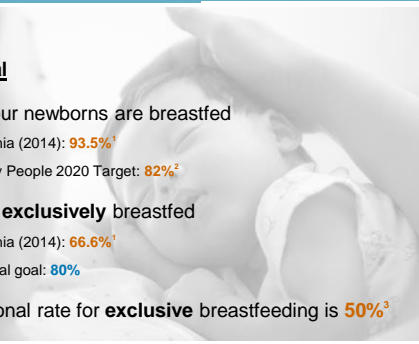


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Results

In the Hospital

- **97%** of our newborns are breastfed
 - California (2014): **93.5%**¹
 - Healthy People 2020 Target: **82%**²
- **77%** are **exclusively** breastfed
 - California (2014): **66.6%**¹
 - Regional goal: **80%**
- The national rate for **exclusive** breastfeeding is **50%**³



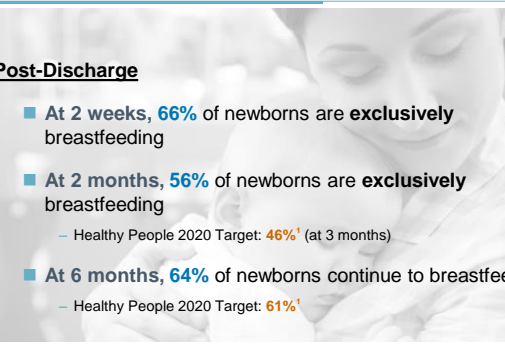
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1. California Department of Public Health, Hospital Totals Report 2014
2. Office of Disease Prevention & Health Promotion, Healthy People 2020
3. The Joint Commission Annual Report 2015

Results

Post-Discharge

- At 2 weeks, **66%** of newborns are **exclusively** breastfeeding
- At 2 months, **56%** of newborns are **exclusively** breastfeeding
 - Healthy People 2020 Target: **46%**¹ (at 3 months)
- At 6 months, **64%** of newborns continue to breastfeed
 - Healthy People 2020 Target: **61%**¹



1. Office of Disease Prevention & Health Promotion, Healthy People 2020

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Continued Opportunities

- Prenatal
 - Prenatal touch points
 - Prenatal class attendance (10-20%)
- Inpatient
 - 7 day/week lactation support staffing challenges
 - Critical nursing education
 - Convincing providers to take time for training
- Outpatient
 - 7 day/week lactation support staffing challenges
 - Drop off EBF rate from IP to 2 weeks
- Across the continuum
 - Socio-demographic challenges
 - Limited supply of LCs, so need to be innovative with other ways to address demand



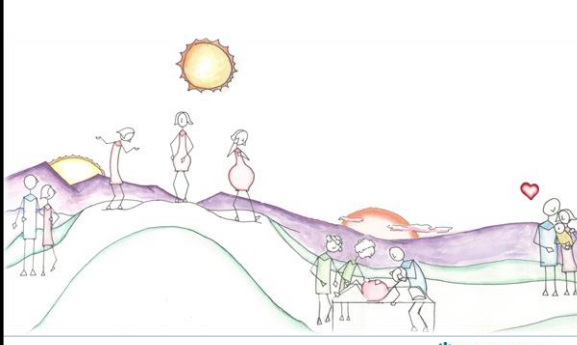
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Key Pieces to Success

-  Strong leadership and oversight structures
-  Constant collaboration
-  Consistent education for providers and staff
-  Clear and visible metrics
-  Robust technology infrastructure

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Supporting Lactation Across the Continuum



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Questions?

For additional questions, please contact:

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