“It seemed obvious that **universal support** for such as this... Surprised by the (low) level of baseline knowledge and the resistance”

Amazed on how much we accomplish in such a short period-testament to value of **connecting with local resources in a systematic way**

We are now **have a foundation** upon which to continue to build and expand our future efforts.

**Standardization of work flow and education of staff about breastfeeding resources was critical to our improvements**

We opened up lines of **communication between both Local and State Health Department, the Milk Bank, and breastfeeding coalition**

The organization has included breastfeeding as **part of its annual action plan** and continues to shift towards a positive breastfeeding environment for patients and staff.

**Community Health Centers as key partners for establishing breastfeeding continuity of care**
Reducing Breastfeeding Disparities through Continuity of Care

Key Partners for Establishing Continuity of care Series

Building a Breastfeeding Support Model for Community Health Centers Project
February to September 2019

November 12, 2019 2pm ET
Harumi Reilly, MS,CNS,LDN,CHES,IBCLC
Lead Program Analyst
Acknowledgement & Disclosures

This webinar is part of the Reducing Disparities in Breastfeeding through Continuity of Care project which is funded by the Centers for Disease Control and Prevention, through a cooperative agreement.

Continuing Education credits: There is a no-cost 1.5 CERPs approved. Link will be shared at the conclusion of the webinar.

The views expressed within do not necessarily represent those of the sponsor.

Our presenters wish to disclose that they have no financial interests or other relationships with the manufacturers of commercial products, suppliers of commercial services, or commercial supporters.
Leveraging Partnerships and Strengthening Connections to Support Breastfeeding Families
Erica Peterson, MD, MPH & Tami Frank
Bluestem & Partnership for a Healthy Lincoln (REACH), Lincoln, NE

Erie’s Breastfeeding Initiative: Increasing Breastfeeding Support
Tracy Irwin MD, MPH
Erie Health Centers, Chicago IL

HealthNet Inc & Marion County REACH in Indianapolis
Lindsay Moore-Osby, MD & Julie Patterson, PhD, MBA, RDN, LDN & Jill Edwards, MA
HealthNet Inc & Marion County Public Health Dept (REACH), IN

Building a Breastfeeding Support Model for CBOs
Melissa Olson RD, CDN
Community HealthCare Network, New York City, NY

Question and Answer Session with Presenters
Today’s Objectives

**Describe**
- Describe the role of health centers as key partners for establishing breastfeeding continuity of care

**Identify**
- Identify at least three strategies that community health centers can implement to support breastfeeding continuity of care

**Learn**
- Learn about two successful stories of partnership leveraging between health centers and CDC REACH recipients
NACCHO is comprised of nearly 3,000 local health departments across the United States. Our mission is to improve the health of communities by strengthening and advocating for local health departments.
Breastfeeding support efforts of CDC, in combination with those of our state, coalition and organizational partners, have contributed to improved breastfeeding rates and maternity practices”

(Dr. Ruth Petersen, Division Director)
REACH focuses on reducing chronic diseases for racial and ethnic groups in communities that are disproportionally affected.

REACH uses culturally tailored interventions to address preventable risk behaviors.

One of strategies: Nutrition & Breastfeeding Continuity of Care


Reducing Breastfeeding Disparities through Continuity of Care (2019-2022)

Breastfeeding Community Continuity of Care (CCOC) is the process by which families are given consistent high quality breastfeeding education and support and adequate care coordination across all providers and service institutions within their community from the prenatal period through weaning.

Weaving a Lactation Care Safety Net

Creating a Breastfeeding Ecosystem

Internal COC- organizational systems change

Community – Clinical Linkages for Breastfeeding

Community to Community COC

CDC TCEO accredited. No-cost Continuing education credits for MDs, RNs, CHES, CPHs. We also offer credits for RDNs and IBCLCs.
Breastfeeding & Community Health Centers

Building a Breastfeeding Support Model for Community Health Centers (CHCs)

Image from [https://www.youtube.com/watch?v=g77MsIoY15I](https://www.youtube.com/watch?v=g77MsIoY15I)
Breastfeeding: What we know...

Breastfeeding moderates the effect of poor health outcomes for mothers and infants.

Health costs of low breastfeeding rates exceed $3,000,000/year!

Wide rates disparities gap among black and whites, and low-income and mid-higher income families.

Source:

HEART DISEASE
BLACK WOMEN AND LATINAS

Source: womensheart.org
Heart Disease: African American Women and Hispanic Women
NACCHO Breastfeeding Recommendations

1- Building a community-specific understanding of breastfeeding barriers
2- Assessing organizational limitations and opportunities to improve breastfeeding support services
3- Leveraging internal and 4- external resources among partners

Community Health Centers

- Safety net for underserved and low-income families
- Comprehensive primary care and preventive health services services to over 27 million
- 1,400 health centers; 12,000 sites in communities
- Interdisciplinary, culturally competent care to meet the needs of diverse communities in America
- Increase access to crucial care by reducing barriers such as cost, lack of insurance, distance, and language for their patients.

CHCs & Breastfeeding

• CHCs strives to deliver **Patient-Centered Care**

• **Critically positioned** to promote, protect and support breastfeeding continuity of care by improving upon existing infrastructure. *It needs to be intentional and proactive!*

• CHCs can reap the significant breastfeeding benefits, such as reducing child sick visits (ear and gastro infections, and others) and the **reduced risks of chronic diseases** like diabetes, obesity, maternal hypertension and cancers.

Source: Health Center program Chalk Talk  [https://www.youtube.com/watch?v=WUEWNUCyeTI](https://www.youtube.com/watch?v=WUEWNUCyeTI)
Internal Breastfeeding Continuity of Care: Changing the Organizational Context so breastfeeding is feasible choice for clients
Internal Continuity of Care project: Building a Breastfeeding Support Model

Grant period: February 1-September 30th, 2019

Grant amount: $15K

Four Federal Qualified Health Centers selected
- Two located in a REACH recipient jurisdiction, to also work on community continuity of care activities

Required Sustainable Activities based on organizational (breastfeeding) Policies, Systems, Environmental (PSE) changes approach

Pre- and post-Organizational Assessments; staff knowledge/behavior baseline, etc.

Additional innovative activities & unique solutions!
Improved organizational infrastructure

- Stronger Policies & Procedures and Work Flows
- All-staff (multi-level) Trained
- Updated Electronic Health Records to track infant feeding, mom’s health concerns and data
- Improved physical environment to proactively welcome breastfeeding
- Enhanced internal/external partnerships
"It seemed obvious that **there would be universal support** for such as this... Surprised by the (low) level of baseline knowledge and the resistance.”

Amazed on how much we accomplish in such a short period—testament to value of connecting with local resources in a systematic way

We now **have a foundation upon which to continue to build and expand out future efforts.**

The organization has included breastfeeding as **part of its annual action plan** and continues to shift towards a positive breastfeeding environment for patients and staff.

**Standardization of work flow and education of staff about breastfeeding resources was critical to our improvements.**

**We opened up lines of communication between both Local and State Health Department, the Milk Bank, and breastfeeding coalition.**

OVERALL IMPRESSIONS/SUSTAINABLE RESULTS: QUOTES FROM CHC FINAL REPORT (OCTOBER 2019)
Mission

To be a trusted resource for excellent medical, dental, and behavioral health services.
Located in Lincoln (population approximately 280,000)

Federally Qualified Health Center

- 4 Family Medicine Doctors
- 2 Pediatricians
- 11 Mid-level Providers

Medical Care, Dental Care, Integrated Behavioral Health

Expanded to 4 locations in April
## Our Patients

**Approx. 30,000**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>56%</td>
<td>at or below 100% poverty level</td>
</tr>
<tr>
<td>45%</td>
<td>uninsured</td>
</tr>
<tr>
<td>47.8%</td>
<td>report as being Hispanic and/or an under-represented minority group</td>
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</tbody>
</table>

(2018 data)
High breastfeeding initiation rates
(92.4% overall/ hospital data*, 83.3% WIC data*)

Rates drop off significantly by 2 months
(46.6% WIC data*)

Breastfeeding
Backdrop in Lincoln

WIC data
April 2018 - March 2019
Disparities exist among racial/ethnic and income/insurance groups in Lincoln. The image shows a bar chart from Nebraska PRAMS 2016-2017 indicating the breastfeeding rates over time for different racial/ethnic groups.
Breastfeeding Backdrop in Lincoln

Lincoln has resources that we were not utilizing

- Partnership for Healthy Lincoln (Reach partner)
- Lincoln Community Breastfeeding Initiative (LCBI)
- Milkworks
- Community Breastfeeding Educators (CBEs)
Project Goals

- Gap analysis
- Develop organizational policy for clients and employees
- Network
- Trial of breastfeeding support clinics and pump clinics
- Training (Providers, breastfeeding educators and all-staff)
Getting Started

Gap analysis

Multiple barriers for our patients
- Transportation
- Immediate support when needed
- Pumps

Needed standardization

Lesson: Many underutilized internal and community resources
Getting Started

Organizational “policy” for clients and employees

Collaborated with Workwell (Nebraska’s Guide to Lactation Support at the worksite)

Expectant mother form for employees

Lesson: Process worked better than policy
Networking in the Community

LCBI meetings
- 2 major hospitals
- Cultural centers
- WIC
- Health Department
- PHL (Reach Partner)

Development of community resource guide

Pediatric QI group
- City-wide screening for maternal depression at 2 week well checks
- Local referral resources
- Communication form back to OB
- Uses our integrated mental health resources
Breastfeeding Support & Pump Clinics

Walk in breastfeeding support/education clinics

• Advertising key

Pump clinics

• Involved new contract
• Developing education program
Training & Education

Provider training

- Doctor from Milkworks
- Lessons: Plan for ongoing talks

All Staff training for 136 employees

- Milkworks founder
- Lessons: Positive response overall but cultural change is a long process
Training & Education

Nearly 68% learned something new.

About 53% said information presented helped them be more supportive of breastfeeding.

About 10% increase in those who believe:
- Breastfeeding best source of nutrition for most infants
- Women and babies may need help learning to breastfeed
- Women should have the right to breastfeed in public

26% increase in those that believe routine distribution of formula at prenatal visits can impact a woman’s decision to breastfeed.
Thank You

CORE BLUESTEM TEAM:
Karina Vargas, Humaira Qasimyar
Chris Workman, Jessie Lile, Erica Peterson

COMMUNITY PARTNERS
Tami Frank (Partnership for Healthy Lincoln)
Milkworks

RESOURCES
Milkworks milkworks.org
Workwell nesafetycouncil.org
Partnership for a Healthy Lincoln healthylincoln.org/breastfeeding
Partnership for a Healthy Lincoln

*Improving the health of communities, thousands of people at a time.*

- 501(c)3 non-profit organization
- Began July 2010
- Over 50 community partners organizations/clinics
- Focus areas
  - Physical fitness
  - Good nutrition
  - Breastfeeding support
  - Clinical quality improvement initiatives
Lincoln Community Breastfeeding Initiative

*Provide consistent, accurate breastfeeding information to moms and encourage community support*

- Culturally Diverse Community Breastfeeding Educators
- 25 CBEs speak 20 languages other than English
Ongoing Partnership with Bluestem Health

• FQHCs/other safety net clinics providing prenatal through postpartum care and support to disparate populations (Continuity of Care)

• Continue community collaboration and partnership (Lincoln Community Breastfeeding Initiative meetings/communications)

• Financial support
  ◦ CBE project advancement
  ◦ Breastfeeding trainings
  ◦ Community marketing campaign
  ◦ Promotion of local resources available to support moms

• Potential clinical quality improvement measures
Questions?

Partnership for a Healthy Lincoln

www.healthylincoln.org

Tami Frank, BS, CLC
Vice President, Operations &
Lincoln Community Breastfeeding Initiative Coordinator

tfrank@healthylincoln.org
402-430-9940
Erie’s Breastfeeding Initiative

Increasing Breastfeeding Support at Erie Family Health Centers
Chicago, IL

Misty Romero, RN, IBCLC
Tracy Irwin, MD, MPH

Erie Division Street, Erie Helping Hands, Erie West Town, Erie Evanston/Skokie and Erie Teen Center
Erie Family Health Centers

FY2019 we saw 76,675 patients

- Prenatal care 4,398 women
- Delivered 2,649 babies
- 73% patients Latinx
- 94% at or below 200% FPL
Although breastfeeding provides unmatched health benefits for babies and mothers. Too many mothers are being discouraged from breastfeeding.

• Young, low-income, African American, Hispanic, unmarried, and less educated mothers have lower rates of breastfeeding.

• While breastfeeding is beneficial to almost all mothers and infants, the benefits may be significantly greater for minority women.

• Low rates of breastfeeding can result in increased medical costs for the mother and child.

• Infants who are breastfed have reduced risks of Asthma, Obesity, Ear & Respiratory Infections, and Sudden Infant Death Syndrome.

• Among Erie patients, lack of education, language barriers, and access to resources also have a negative impact on breastfeeding.


Increase breastfeeding awareness and adherence among patients and staff and can serve as a critical resource in the community.

- Established a standardized clinical breastfeeding policy and procedure for all Erie staff and patients across all 13 Erie sites.

- Trained Erie staff members through the Institute for the Advancement of Breastfeeding and Lactation Education (IABLE) as Erie’s Breastfeeding Champions.

- Increased the total number of Erie sites with the capacity to provide “on the spot” lactation assistance to patients and ongoing breastfeeding education classes.

- Improved Erie’s clinical sites to be more actively welcoming and supportive of breastfeeding.
Buy-in at all clinical and administrative levels was crucial in improving patient engagement and staff awareness of Erie’s breastfeeding services.

- Collaboration from the nurse, case managers, providers, women’s health promoters, medical assistants, lactation consultants, social workers, and Erie leadership in order to deliver a successful breastfeeding program.

- Staff time should be allocated as part of normal workflows to deliver breastfeeding education and support services to patients.

- Clients’ language and cultural needs increase the direct service time needed by the clinic staff to provide effective breastfeeding education and support.
Erie Challenges

- Incorporating breastfeeding support services into current workloads.
- Difficulties in collecting robust baseline data on breastfeeding rates for patients due to existing EMR challenges and limits.

Our Solutions

- Improve availability of breastfeeding support tools and resources, and increased support from the EMR.
- Standardized breastfeeding education and triage tools to allow our patients to get a consistent breastfeeding message across the organization.
Our Solution Continued..

• Implementation of Quick Text within the EMR for staff and providers to quickly access site specific information on breastfeeding classes and support.

• When Providers enter (.hhbf) they will be provided the following quick text information for Erie Helping Hands:

  • Free Prenatal Breastfeeding Class-2nd Tuesday of the month 9:30-10:30 (Eng) or 1st Tues of the month 9:30-10:30 (Span)

  • To RSVP, providers/staff can schedule patient directly on schedule under HH miscellaneous; feel free to contact Teri Clifton for flyer or with general questions

  • Lactation Consultant-Not available consistently at this site
Erie had some noteworthy accomplishments during the funded year.

- We were able to establish a standardized clinical breastfeeding policy and draft a pumping procedure for all Erie staff and patients.

- Provided two of Erie’s International Board-Certified Lactation Consultants (IBCLCs) with specialized training to enable them to provide enhanced breastfeeding education to the patient facing staff at all sites. (trained trainers)
  - Trained 10 breastfeeding champions this fall at Erie

- Updated Erie breastfeeding triage tools for nurses and breastfeeding champions to be able to field specific questions regarding breastfeeding.
Erie plans to continue to build a comprehensive breastfeeding support structure for staff and patients.

- Continue the HR implementation of pumping procedures for staff.
- Continue the evaluation of our breastfeeding classes, sites, and languages to meet the needs of our growing patient population.
- Increase the availability of breastfeeding champions at each site.
- Conduct patient centered surveys reading breastfeeding support and goals.
Social Media: Erie is committed to actively and passively promoting breastfeeding.

We created breastfeeding videos and GIFs that were distributed during World Breastfeeding Week

• We reached over 17,000 individuals across all Erie social media platforms.

• Our most successful advertised post was the one-minute Spanish-language video of Dr. Lassus talking about breastfeeding. Which reached 3,000 people and received nearly 300 minutes of play time.

• Another successful non-advertised post was one of our patient stories reaching 2,000 individuals.
Talks About Breastfeeding
Erie Health Centers contact info:
Tracy Irwin: tirwin@eriefamilyhealth.org
Misty Romero: miromero@eriefamilyhealth.org
Hrishikesh T. Shetty: hshetty@eriefamilyhealth.org
Breastfeeding Model of Care
2019 NACCHO Building a Breastfeeding Support Model for Community Health Centers Grant Recipients

Lindsay Moore-Osby, MD
Physician, HealthNet
&
Julie Patterson, PhD, MBA, RDN, LDN
Assistant Professor, Northern Illinois University
Locations & Patient Population

- 9 Health centers in Marion County
- 2017 HealthNet assessed:
  - 3,346 Prenatal Patients
  - 1,813 Newborn patients
- Demographic characteristics
  - 99.17% ≥ 200% below the poverty line
  - 59.95% identify as a racial or ethnic minority
  - 31.3% identify as African American
  - 21.67% identify as Hispanic
Breastfeeding Statistics in Indiana

- Ranking (out of 50 states):
  - 39th for breastfeeding initiation
  - 44th for breastfeeding at 6-months

CDC: Rates of any and exclusive breastfeeding by socio-demographics (2015); Indiana WIC Breastfeeding data (2017)
Project Goals

- GAP ANALYSIS/STAFF EDUCATION NEEDS ASSESSMENT
- EMR TEMPLATES
- ORGANIZATIONAL BREASTFEEDING SUPPORT POLICY
- REFERRAL NETWORK
- SOCIAL MARKETING CAMPAIGN
Employee Baseline Survey

Does HealthNet have a policy to support employees breastfeeding or pumping while at work?

- **Office staff**
  - Yes: 50%
  - No: 10%
  - Neutral: 40%

- **Nurses**
  - Yes: 70%
  - No: 10%
  - Neutral: 20%

Does HealthNet have a policy stating where patients can breastfeed?

- **Office Staff**
  - Yes: 30%
  - No: 20%
  - Unsure: 50%

- **Nurses**
  - Yes: 60%
  - No: 10%
  - Unsure: 30%
A breastfeeding support policy for patients and visitors was created.

The process for educating employees on policies related to breastfeeding support is being revised.
Breastfeeding images are now displayed on the computer lock screens in patient exam rooms.
Reassessing the best way to deliver patient education

• Conducting a survey to better understand patients' educational needs and the use of technology as an educational tool

Prenatal Class Survey Questions

Please take this short survey to help us better meet your prenatal education needs.

1. How would you like to learn more about your pregnancy, infant feeding, and newborn care? (check all that apply)
   - Text messages
   - Mobile app
   - Online information
   - Online class
   - Group class (in-person)
   - Printed materials
   - Videos
   - Patient Portal
   - Email
   - Other: __________________________

2. What pregnancy information would you like to know more about? (check all that apply)
   - Planning a pregnancy
   - Prenatal nutrition
   - Prenatal care
   - How your baby develops
   - Labor and delivery
   - After pregnancy care
   - Infant feeding
   - Newborn care

3. How often would you like to receive information about your pregnancy?
   - Daily
   - Once a week
   - Once a month
   - At my own pace
   - Other: __________________________

4. If you are interested in group classes, what day of the week would you prefer?
   - Weekday class during the day
   - Weekday class in the evening
   - Saturday class in the morning
   - Saturday class in the afternoon
Breast milk substitutes are now managed in accordance with the medication policy.

Supplies donated by Lansinoh to support our breastfeeding moms.
Electronic Health Record Updates
EHR Implementation - New OB Templates

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<thead>
<tr>
<th></th>
<th>March</th>
<th>September</th>
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<tbody>
<tr>
<td>Utilization</td>
<td>33</td>
<td>92</td>
</tr>
<tr>
<td>Completeness</td>
<td>33</td>
<td>71</td>
</tr>
</tbody>
</table>

- Utilization: March 33, September 92
- Completeness: March 33, September 71
Collaborating on the way forward to meet the educational needs of medical providers and staff in primary care

Dr. Moore-Ostby & Dr. Eglash at IABLE Conference 5/2019
Integration of Primary Care Visits with Peer Counseling Support

Interdisciplinary planning meetings were held with internal and external stakeholders.

Identified collaborative opportunities and operationalized integration.

Physician evaluates and directs care plans, peer counselor and team nurse provide in-depth hands-on support.

Within 18 months since launch, over 100 mother-baby dyads have been cared for by physician-peer counselor team.
Impact of REACH Collaboration

- Ability to work across organizations
- Shared interest to improve breastfeeding outcomes in the county
- Creation of an asset map in the community
- Developed interview guide to evaluate the impact of community programs
Collaborating with REACH to create a network of support in Marion County
Barriers/Challenges

Time

Funding
Acknowledgements

• HealthNet Key Contributors
  • Kay Johnson
  • Carrie Bonsack, DNP, CNM
  • Carlos Guevara
  • Eric Pamperin
  • Authurine Thompkins, RN
  • Diana Flores
• Indiana State Department of Health
  • Jana Gach, MPH, RDN, LDN, IBCLC
  • Courtnie Leeper, RN, MSN, IBCLC
• The Milk Bank
  • Sarah Long, IBCLC

• Marion County Public Health Department
  • Jill Edwards, MA
  • James Groh, MPH
  • Angela Goode
  • Rana Irvinder Arora
• Institute for the Advancement of Breastfeeding & Lactation Education (IABLE)
  • Anne Eglash, MD, IBCLC

• Funding Support:
  • National Association for County and City Health Officials (NACCHO)
  • Northern Illinois University
REACHing for a Healthier Marion County Through Breastfeeding

CDC REACH recipient

Jill Edwards, MA
Marion County = Indianapolis

- About 1 million people
  - African Americans ~ 30% of population
- Breastfeeding Exclusively @ 6 months: 31%
  - African Americans: 11%
Breastfeeding work is relatively new in Chronic Disease Prevention
- 1st ever at Marion County Public Health Department
- Breastfeeding work tends to fall into realm of WIC and Nutrition Services

Year 1 Plan for REACH
- Mapping the assets & gaps
- Determine best places to put energy

What Happened in Year 1
- Pulled together great partners
- Shared document
- MUCH more detail than expected
Community Healthcare Network

Building a Breastfeeding Support Model for CBOs

Lindsay DuBois, MPH, CLC
Associate Director of Women’s Health Services

Melissa Olson RD, CDN
Director of Nutrition and Wellness
CHN – Who We Are:

CHN is a nonprofit organization that provides health care to low-income and uninsured New Yorkers.

CHN is made up of 12 federally qualified health centers and 2 school-based health centers throughout NYC.
CHN Patient Demographics

- 96% people of color
- 76% at or below the poverty level
- 12% managing multiple chronic conditions
- 59% on Medicaid
- 24% best served in a language other than English
- 20% uninsured

1578 prenatal patients a year

76% at or below the poverty level
CHN Fast Facts

Who We Are: We are a not-for-profit organization providing health care to underserved New Yorkers of all ages. We have 11 Health Centers, plus two Mobile Health Centers and two School Based Health Centers. We never turn anyone away from care, regardless of ability to pay. We offer sliding scale fees based on income. We screen all our uninsured patients for insurance eligibility.

<table>
<thead>
<tr>
<th>Annual Impact</th>
<th>Care Support Team</th>
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<tbody>
<tr>
<td><strong>85,000 patients</strong></td>
<td>• Primary Care Physicians, NPs, and other providers in Family Practice, Internal Medicine, OB/GYN, Pediatrics, Med-Peds, Mid-Wifery, Dental, Psychiatry, Podiatry</td>
</tr>
<tr>
<td>• 250,000 medical and ancillary visits</td>
<td>• Supportive Services HIV treatment adherence counselors, Nutritionists, Mental Health Therapists, Social Workers, and Health Educators</td>
</tr>
<tr>
<td>• 40,000 visits for STI testing and counseling</td>
<td>• Health Homes care managers and patient navigators</td>
</tr>
<tr>
<td>• 36,000 patients with one or more chronic conditions</td>
<td>• Family planning services for teens and adults</td>
</tr>
<tr>
<td>• 34,000 HIV tests</td>
<td></td>
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<tr>
<td>• 3,700 smoking cessation visits</td>
<td>Comprehensive Centers</td>
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<tr>
<td>• 5,500 back-to-school physicals</td>
<td>• Primary care teams at each site</td>
</tr>
<tr>
<td>• 11,200 mental health visits</td>
<td>• Holiday, evening and weekend hours</td>
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<tr>
<td>• Helped 1,600 New Yorkers apply for insurance through the NY State of Health Exchange</td>
<td>• Walk-ins Accepted</td>
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Unique Services and Programs
• Transgender health services integrated into primary care.
• First New York State primary care and psychiatric Nurse Practitioner Fellowship Program.
• Health Literacy Department trains healthcare professionals on effective patient care communication strategies.
• Nutrition experts create individualized eating and exercise plans, and counseling on health and wellness issues.
• Fitness classes, yoga and meditation, acupuncture, wellness workshops, and health coaching provided in the wellness program.
• Health Homes coordinate patient care and services, including public benefits, housing, mental health and substance abuse.
• Teens P.A.C.T. program to empower teens to prevent unintended pregnancies and sexually-transmitted infections.

Patient Centered Medical Home: We provide each patient with a primary care provider and an expert team supporting his or her care.
Breastfeeding Trends

• Similar to national trends, we see pts of color are less likely to exclusively breastfeed compared or even partially breastfeed in the first 2 months postpartum, especially African America women (69% compared to 79% other races).

• CHN already has Certified Lactation Counselors (1-2 per center) as well as two IBCLCs on staff for lactation counseling prenatally and available postpartum – however not consistently utilized by postpartum providers and pediatricians.

• Our intention was to:
  – Increase numbers of breastfeeding patients across all cultures we serve
  – More consistently utilize our lactation services postpartum
Path to Transformation

• Reconvened BF Taskforce (had been inactive for 4 years)
  – Updated BF policy for employees, nutrition, & health education
• Training focus for staff on best practices, key messages, & resources
  – BF training at Women’s Health Mtg = 78 providers, nurses, HEDs, SWs
  – LMS module for ongoing training of best practices
• Support Groups
  – Started BF support groups in 2 locations (Tremont in Bronx, Jamaica in Queens)
• Revamped educational materials and EHR template, + added onsite supplies for lactation support
  – More accurate collection of infant feeding data
  – Instant hot packs immensely helpful, breastfeeding drapes, infant scales
• Social marketing campaign for World Breastfeeding Week, decided to continue in our clinic lobbies ongoing basis
BF Training at Women’s Health Annual Provider Meeting

• Providers, nurses, health educators, social workers
• Breastfeeding basics
• Expected weight gain
• Internal resources and referrals
• Changes to newborn feeding template
• Evaluations
Learning Module

Breastfeeding

BREASTFEEDING
Up-to-Date Breastfeeding Data
4/1/19 – 10/31/19

- Breast
- Breast & Formula
- Formula
- Unknown

0 months 1 month 2 months 3 months
Breastfeeding Support Group

Tuesdays | 11:30am - 12:30pm
Tremont Neighborhood Health Action Center
1826 Arthur Avenue, Bronx, NY 10457

At this group, you will:

- Get free breastfeeding help
- Build a support system
- Learn about breastfeeding
- And much more!

To sign up or ask questions, call Anna Rickards at 718-731-2209.
Initiated BFing Support Groups

- Prenatal BFing/infant feeding classes were well attended last couple years
- Trialed BFing support groups for post-partum parents at 2 sites (1 at Neighborhood Action Center and 1 in Clinic)
  - 1-2 max attendees each time so far
  - Partner hospitals and WIC state excited to refer, but no conversions
  - Had this same outcome when trialed BFing support group 7 years ago too
  - Barriers – hard to get out with newborns, no big ticket incentive items
  - Decided to change to partner referrals to Lactation Counselor as solo appointment, which has worked well since then
Social marketing campaign for Breastfeeding with repeat slides running on waiting room TVs

Happy Breastfeeding Week!

Breastfeeding is the healthiest choice! It helps babies develop a healthy brain and body and protects them from getting sick.

For mom: Mothers who breastfeed have a lower risk of ovarian and breast cancers

For baby: Breastmilk has all the nutrients your baby needs to grow healthy and strong

Healthy for mom. Healthy for baby.
Making a breastfeeding plan helps ensure success.

The more families learn about breastfeeding before the baby is born, the easier it will be to breastfeed.
Skin-to-skin is amazing!

Putting the baby on the skin is a great way to calm the baby and to bond. It also helps get breastfeeding off to a good start. Partners and other family members can do it too!
What We Accomplished (& Learned!)

• Increased awareness across organization to support BFing education and promotion
• Breastfeeding policies & procedures were updated for best interdisciplinary collaboration & workflow
• Improved data collection systems for infant feeding
• More well-rounded education materials & supplies to support breastfeeding success
• Breastfeeding support groups were a struggle to make successful, but partner agencies want to refer for support, so they appreciate a community clinic with lactation counselor on site as well.
What’s Next:

• Breastfeeding learning module will be available for all providers to review & get CMEs starting in 2020
• Breastfeeding promotion slides will continue to play ongoing in clinic waiting rooms
• Will continue to purchase instant hot packs to have onsite to manage engorgement in pts
• Melissa Olson RD, CDN – Director of Nutrition & Wellness
  Molson@chnnyc.org

• Lindsey DuBois – Women’s Health Program Manager
  Ldubois@chnnyc.org

Thank you!
Use the Q&A pod to submit questions for any of our speakers.
A tale of two cities with one common goal: to improve breastfeeding support for low-income mothers in Marion County, IN

Increasing Breastfeeding Support at Erie Family Health Centers in Chicago, IL
https://nacchovoice.naccho.org/2019/11/05/increasing-breastfeeding-support-at-erie-family-health-centers/

Leveraging Partnerships and Strengthening Connections to Support Breastfeeding Families in Lincoln, NE

Streamlining Breastfeeding Support and Education in a Federally Qualified Health Centers in New York City
Please complete the evaluation and post-test for 1.5 L-CERPs

Evaluation and Post Test
Thank you for joining us today!