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

# Agenda

## 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

# The National Association of County and City Health Officials



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.

# CDC DNPAO Breastfeeding Strategies

Focus on populations or geographic areas with low breastfeeding rates to improve:

1. Maternity Care Practices for breastfeeding
2. Workplace support for employed women
3. **Access to breastfeeding support in the community (continuity of care)**



*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)*

# RACIAL AND ETHNIC APPROACHES TO COMMUNITY HEALTH (REACH)

- **REACH** focuses on reducing chronic diseases for racial and ethnic groups in communities that are disproportionately affected
- **REACH** uses culturally tailored interventions to address preventable risk behaviors.
- **One of strategies:** Nutrition & Breastfeeding  
Continuity of Care



# NACCHO Breastfeeding



2 Open-  
Access  
NACCHO  
articles

### NACCHO Reducing Disparities in Breastfeeding through Peer and Professional Support

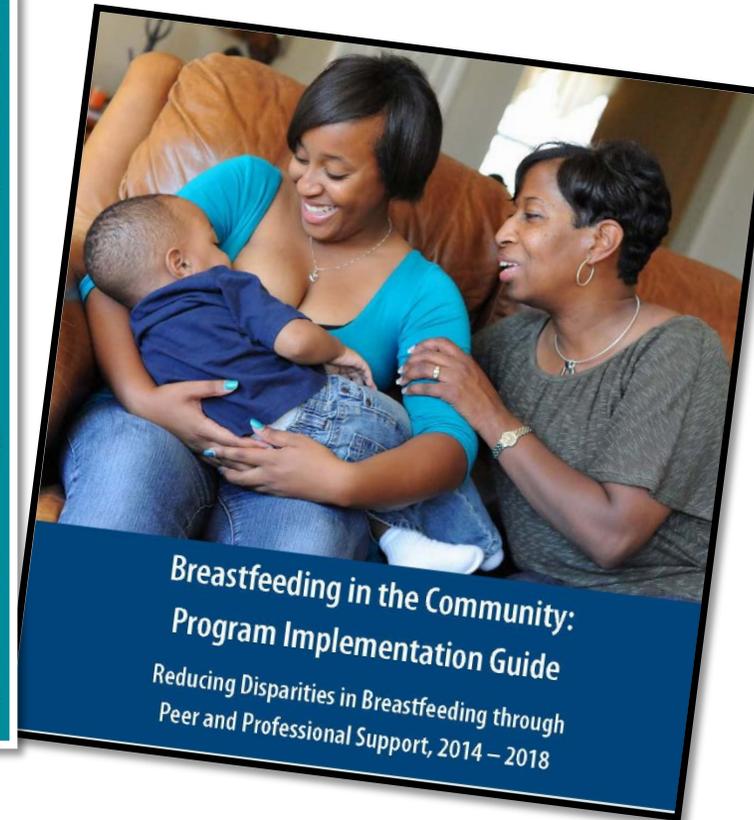
The Breastfeeding Project is a cooperative agreement with the Centers for Disease Control and Prevention (CDC) to increase implementation of evidence-based and innovative breastfeeding programs, practices, and services at the community level by providing peer and professional lactation support to breastfeeding mothers in African American and underserved communities. NACCHO provided funds to 69 local health departments and community based organizations to implement 72 demonstration projects between January 2015 and June 2016.

| Project Goals  | Successes  |
|--|--|
| 1. Increase implementation of evidence-based and innovative peer and professional breastfeeding support programs, practices, and services                        | 92,832 One-on-one encounters with pregnant and post-partum women supported by grantees |
| 2. Increase awareness of the processes, successes, and challenges of implementing and expanding access to local peer and professional lactation support services | 3,332 Breastfeeding support groups were hosted   |
| 3. Increase local, state and national partnerships to support peer and professional breastfeeding support  | 1,500+ Hours of technical assistance provided to grantees                              |
|  | 830 Community partnerships established or enhanced                                     |
|  | 150+ Lactation Service Providers trained   |

Grantees Enabled Community Access to Breastfeeding Support Services through provision of:

- Home & Hospital Visits
- Integration of Lactation Care into Existing Services
- Virtual Support & Social Media
- Childcare for Siblings
- 24/7 Support via Telehealth, Texting & Warmlines
- Incentives & Supplies
- Culturally Attuned Support Services
- Family Meals & Snacks
- Transportation Vouchers
- Family Engagement

The Reducing Disparities in Breastfeeding through Peer and Professional Support (Breastfeeding) Project is supported by funding from the Centers for Disease Control and Prevention (CDC), award number U39CE000172. This document and its contents are solely the responsibility of its authors and do not necessarily represent the official views of the CDC.



Reducing Breastfeeding Disparities through Peer and Professional Support project (2014-2018)

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

# Breastfeeding Continuity of Care (COC)

## 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

<http://bit.ly/BFecosystem>

### Internal COC- organizational systems change

<http://bit.ly/InternalCOC>

### Community – Clinical Linkages for Breastfeeding

<http://bit.ly/CommunityCCL>

### Community to Community COC

<http://bit.ly/BfCOCpartners>



# Breastfeeding & Community Health Centers

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

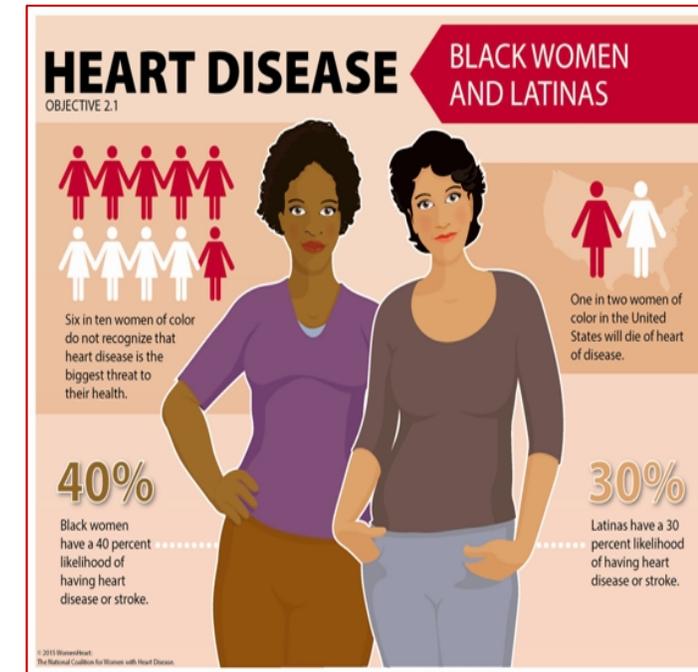
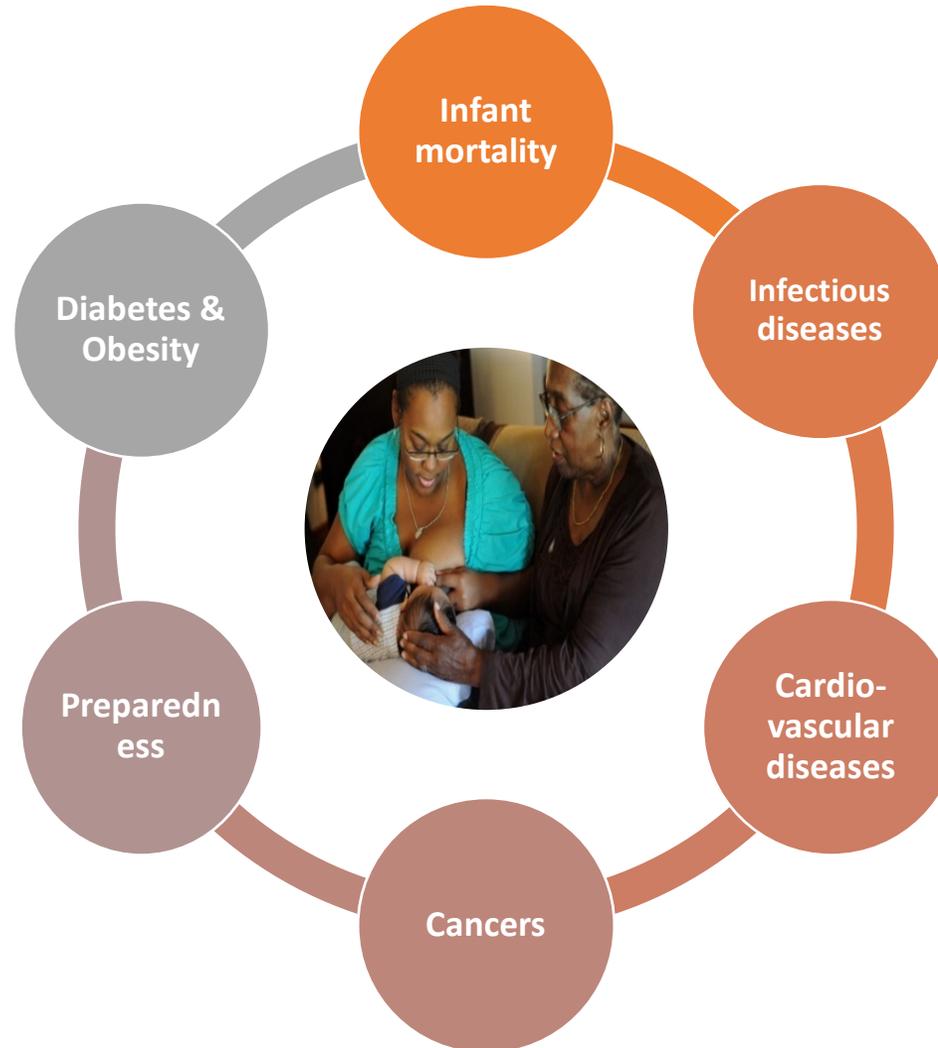
Image from <https://www.youtube.com/watch?v=g77MsloY15I>

# Breastfeeding: What we know...

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

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

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



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

Source

Rameez RM, Sadana D, Kaur S, et al. Association of Maternal Lactation With Diabetes and Hypertension: A Systematic Review and Meta-analysis. JAMA Netw Open. 2019;2(10):e1913401.

Stolzer, J. Breastfeeding and obesity: a meta-analysis. Open Journal of Preventive Medicine. BMC Public Health 2014, 14:1267

Centers for Disease Control and Prevention. Breastfeeding page, and National Immunization Survey: <https://www.cdc.gov/breastfeeding/pdf/breastfeeding-cdcs-work-508.pdf> [https://www.cdc.gov/breastfeeding/data/nis\\_data/index.htm](https://www.cdc.gov/breastfeeding/data/nis_data/index.htm)

# NACCHO Breastfeeding Recommendations

**NACCHO**  
National Association of County & City Health Officials



- 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

<https://naccho.org/programs/community-health/maternal-child-adolescent-health/breastfeeding>

Journal of Human Lactation (2018). **Addressing Disparities Through Policy, Systems, and Environmental Changes Interventions** <http://bit.ly/2AGyXTH>

# Community Health Centers



- Safety net for underserved and low-income families
- Comprehensive primary care and preventive health services services to over **27million**
- **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



**235,000**  
Health Care Professionals

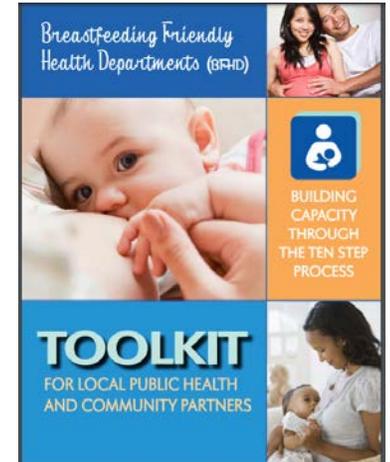
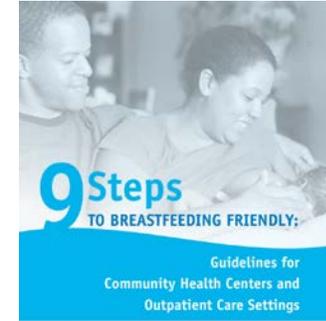


- CHCs strives to deliver **Patient-Centered Care**
- **Critically positioned** to promote, protect and support breastfeeding continuity of care by improving upon existing infrastructure. *It needs to be intentional and proactive!*
- CHCs can reap the significant breastfeeding benefits, such as reducing child sick visits (ear and gastro infections, and others) and the **reduced risks of chronic diseases** like diabetes, obesity, maternal hypertension and cancers.

New York State Ten Steps to a Breastfeeding Friendly Practice Implementation Guide - February 3, 2016



| Ten Steps to a Breastfeeding Friendly Practice                             | Implementation Strategies  |
|--|--|
| 1. Develop, implement and maintain a breastfeeding friendly office policy. | <ul style="list-style-type: none"> <li>Establish and implement a breastfeeding friendly office policy. A written breastfeeding friendly office policy should address the New York State Ten Steps to a Breastfeeding Friendly Practice. As a minimum, practices should address the required implementation activities and office policy components for New York State Breastfeeding Friendly Practice designation outlined in the assessment survey. Items in the state office policy not addressed in your practice are noted in your policy.</li> <li>Collaborate with colleagues and office staff during the development of your policy.</li> <li>Inform all new staff about the policy during formal orientation and incorporate a copy in new staff orientation packets.</li> <li>Update policy, as needed, and review with all staff at least annually.</li> <li>Provide copies of your policy to all hospitals with which your practice is affiliated and with any physicians who cover for you.</li> <li>Designate breastfeeding champions in your office and describe job responsibilities of the breastfeeding champions in your policy.</li> <li>Develop or maintain a system to monitor and assess duration of breastfeeding (any or exclusive) for all women, regardless of the level of care and/or status of insurance coverage.</li> </ul> |



**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 30<sup>th</sup>, 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.

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

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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

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

# Leveraging Partnerships and Strengthening Connections to **Support Breastfeeding Families**

*Building a Breastfeeding Support Model for Community Health Centers Project*

**Bluestem Health, Lincoln, NE**

November 12, 2019





# Mission

To be a trusted resource for excellent medical, dental, and behavioral health services.





# Bluestem Health

Federally Qualified Health Center



Medical Care



Dental Care



Integrated  
Behavioral Health

Located in Lincoln (population approximately 280,000)



Expanded to 4 locations in April



# Our Patients

Approx. 30,000

56%  
at or below 100%  
poverty level

45%  
uninsured

47.8%  
report as being  
Hispanic and/or an  
under-represented  
minority group  
(2018 data)



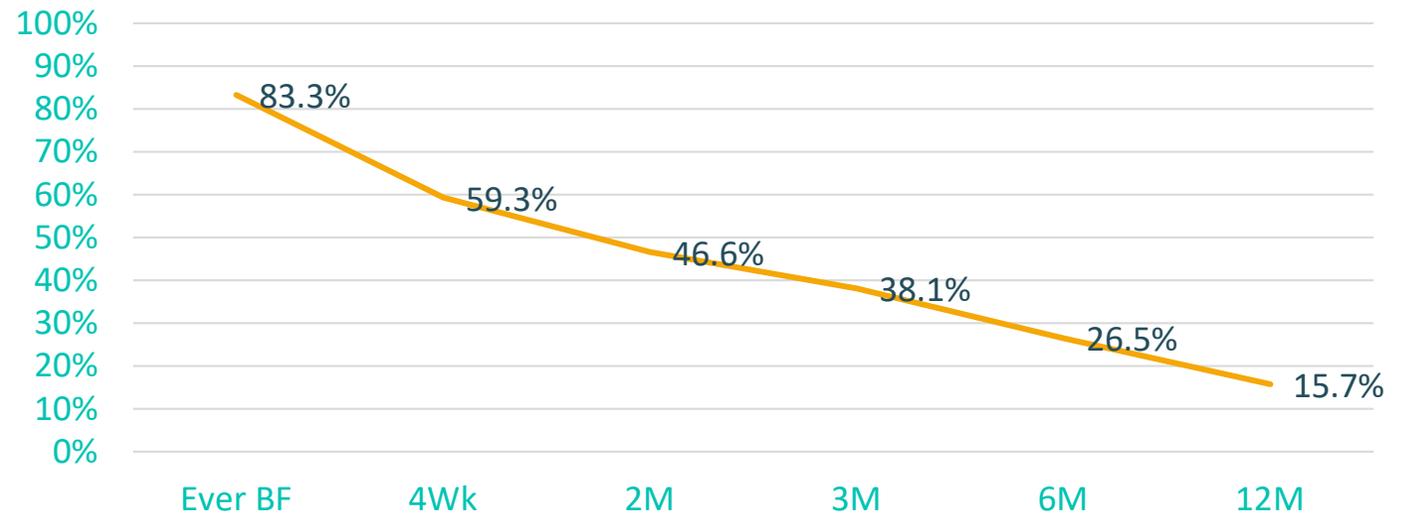
# Breastfeeding

## Backdrop in Lincoln

WIC data  
April 2018 - March 2019

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

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

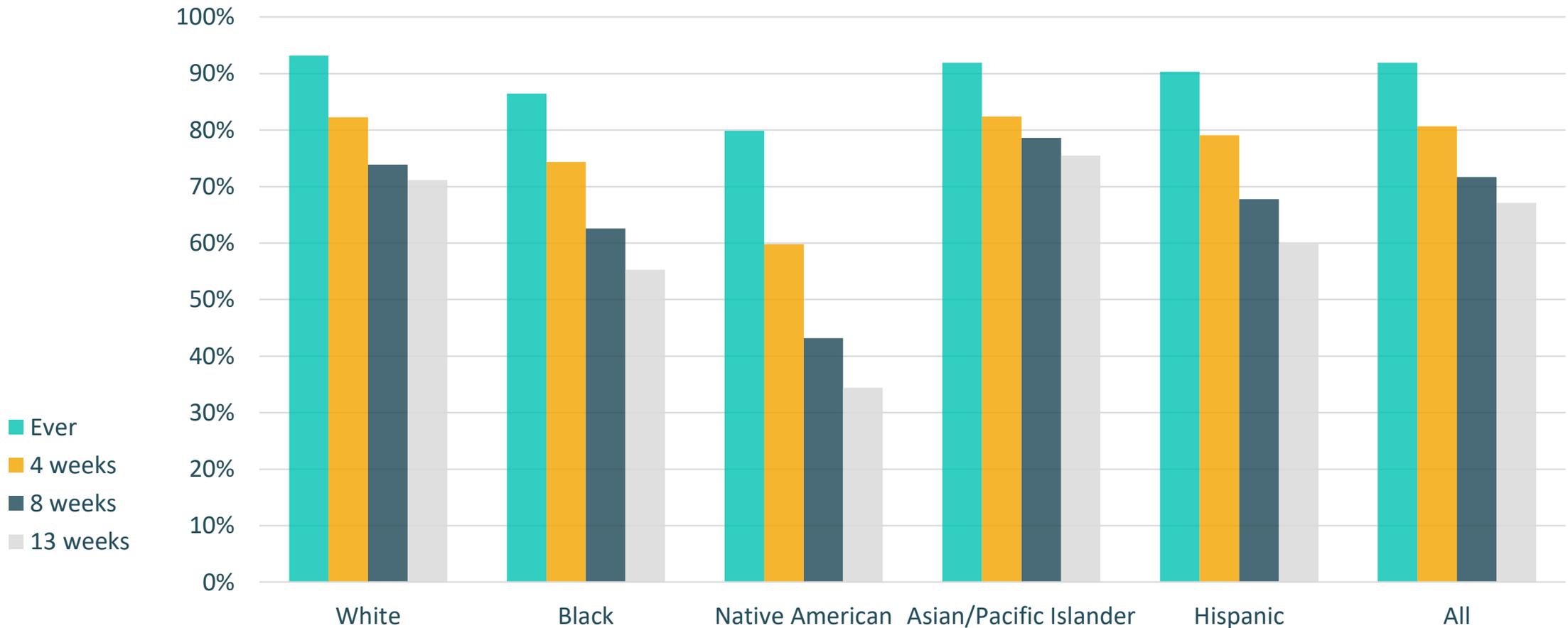


# Breastfeeding

## Backdrop in Lincoln

Disparities exists  
(racial/ethnic & income/insurance)

Nebraska PRAMS 2016-2017



# Breastfeeding

Backdrop in Lincoln

Lincoln has resources  
that we were not utilizing

Partnership for Healthy Lincoln  
(Reach partner)

Milkworks

Lincoln Community  
Breastfeeding Initiative  
(LCBI)

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



Learned  
something new



said information  
presented helped them  
be more supportive of  
breastfeeding



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



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

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## RESOURCES

Milkworks [milkworks.org](https://milkworks.org)

Workwell [nesafetycouncil.org](https://nesafetycouncil.org)

Partnership for a Healthy Lincoln [healthylincoln.org/breastfeeding](https://healthylincoln.org/breastfeeding)



# HealthyLincoln.org

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## Partnership for a Healthy Lincoln

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CDC REACH RECIPIENT - LINCOLN, NEBRASKA

NOVEMBER 12, 2019



# Partnership for a Healthy Lincoln

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*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

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- 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?

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Partnership for a Healthy Lincoln

[www.healthylincoln.org](http://www.healthylincoln.org)

Tami Frank, BS, CLC

Vice President, Operations &

Lincoln Community Breastfeeding Initiative Coordinator

[tfrank@healthylincoln.org](mailto:tfrank@healthylincoln.org)

402-430-9940



Partnership for  
a Healthy Lincoln



# 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

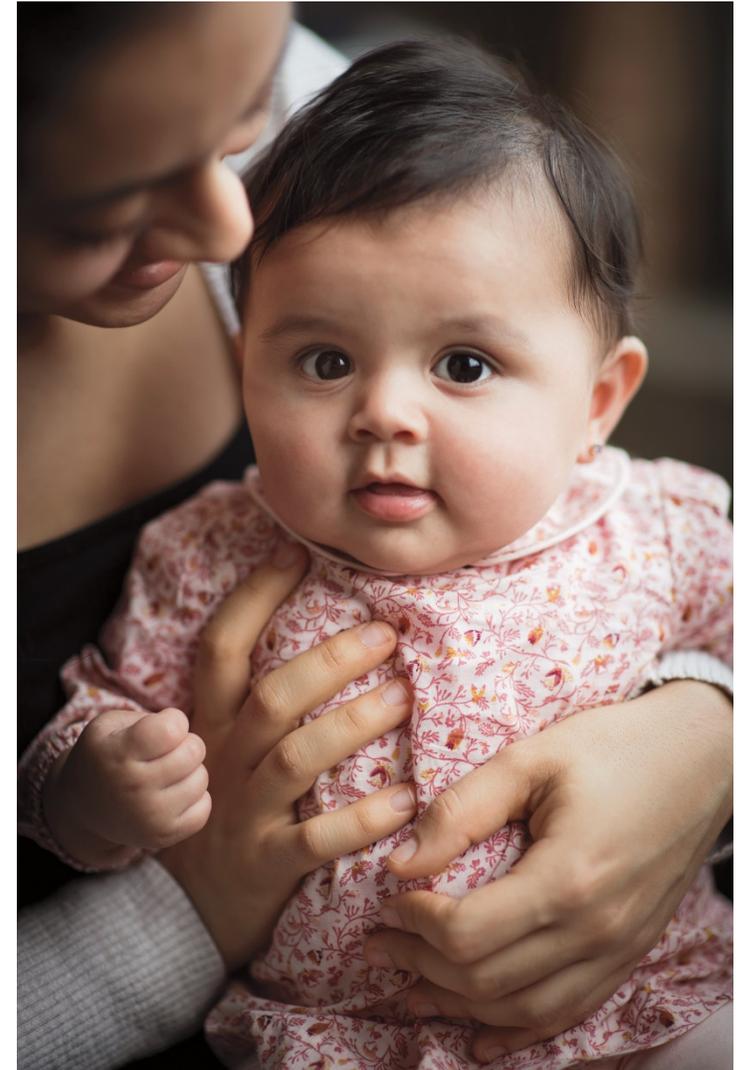
FY2019 we saw 76,675 patients

- Prenatal care 4,398 women
- Delivered 2,649 babies
- 73% patients Latinx
- 94% at or below 200% FPL

# The Need: *Why Increasing Breastfeeding Support is Important*

**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.



1. Mirsa D, editor., ed. *The Women's Health Data Book: A Profile of Women's Health in the United States, 3rd ed.* Washington, DC: Jacobs Institute of Women's Health and The Henry J. Kaiser Family Foundation, 2001
2. CDC's Work To Support & Promote Breastfeeding In Hospitals, Worksites, & Communities. <https://www.cdc.gov/breastfeeding/pdf/breastfeeding-cdcs-work-508.pdf>
3. Ahluwalia IB, Morrow B, and Hsia J. *Why do women stop breastfeeding? Findings from the Pregnancy Risk Assessment and Monitoring System.* Pediatrics 2005; 116:1407–1412

# The Solution: Creating A *System-Wide and Comprehensive Breastfeeding Support Structure*



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.



# The Lessons Learned

**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



# Progress Made



## 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. <sup>47</sup>



# Ongoing Work

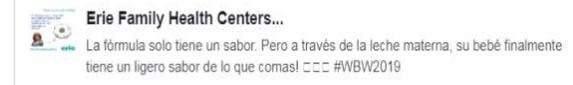
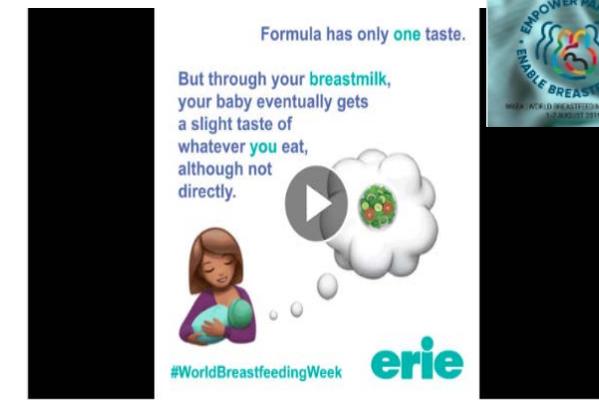
**Erie plans to continue to build a comprehensive breastfeeding support structure for staff and patients.**

- 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



Dear Patient:  
If you arrive to your appointment 15 minutes late or more, your appointment may be rescheduled.  
Apreciado Paciente:  
Si usted llega a su cita 15 minutos tarde o mas, su cita podra ser cambiada.

erie

Delicious Top Box Foods Near You!



Bring your kids to Erie for their required school medical exams!

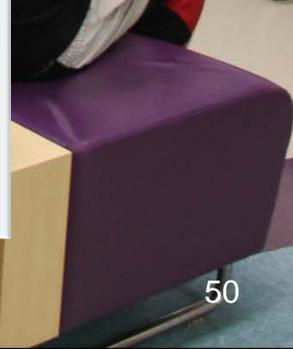
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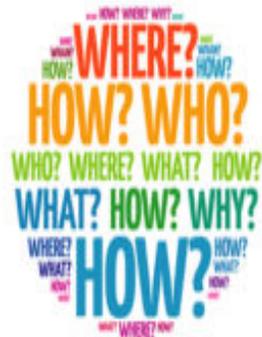


¡Traiga a sus niños a Erie para los exámenes requeridos por la escuela!

erie

erie teen center  
a health care center for teens and young adults





**Erie Health Centers contact info:**

Tracy Irwin: [tirwin@eriefamilyhealth.org](mailto:tirwin@eriefamilyhealth.org)

Misty Romero: [miromero@eriefamilyhealth.org](mailto:miromero@eriefamilyhealth.org)

Hrishikesh T. Shetty: [hshetty@eriefamilyhealth.org](mailto:hshetty@eriefamilyhealth.org)



Your Health. Our Passion.

**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

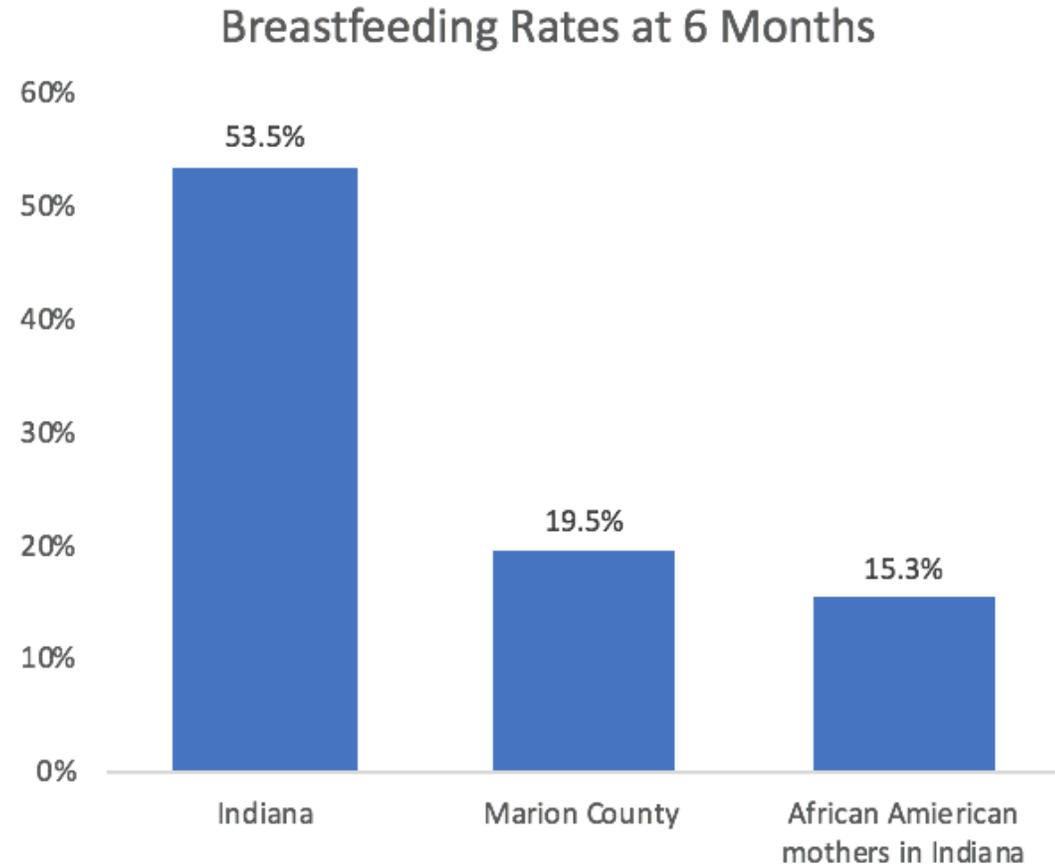


- 9 Health centers in Marion County
- 2017 HealthNet assessed:
  - 3,346 Prenatal Patients
  - 1,813 Newborn patients
- Demographic characteristics
  - 99.17%  $\geq$  200% below the poverty line
  - 59.95% identify as a racial or ethnic minority
  - 31.3% identify as African American
  - 21.67% identify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

Locations &  
Patient Population

## Breastfeeding Statistics in Indiana

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



# Project Goals



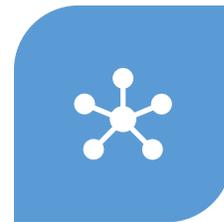
GAP ANALYSIS/STAFF  
EDUCATION NEEDS  
ASSESSMENT



EMR TEMPLATES



ORGANIZATIONAL  
BREASTFEEDING  
SUPPORT POLICY



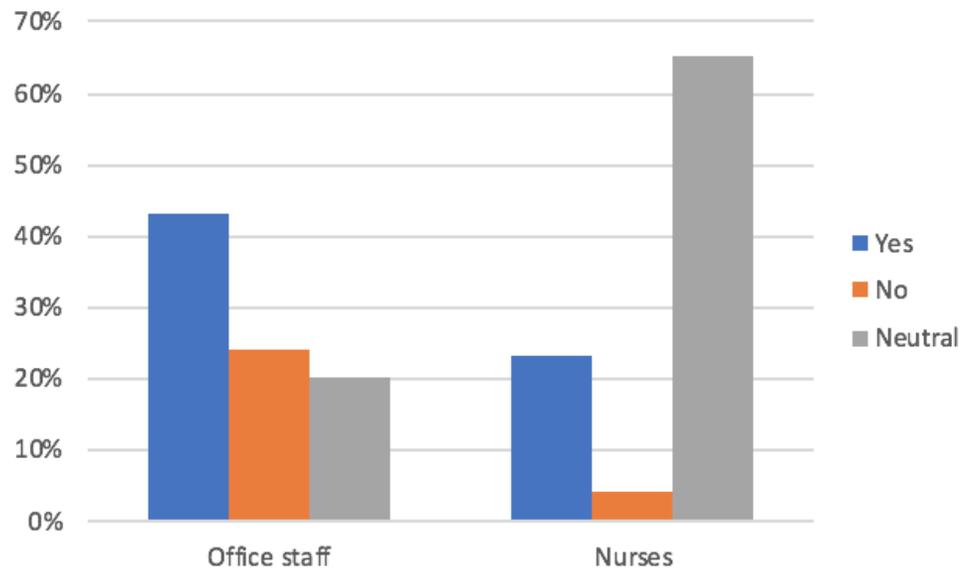
REFERRAL NETWORK



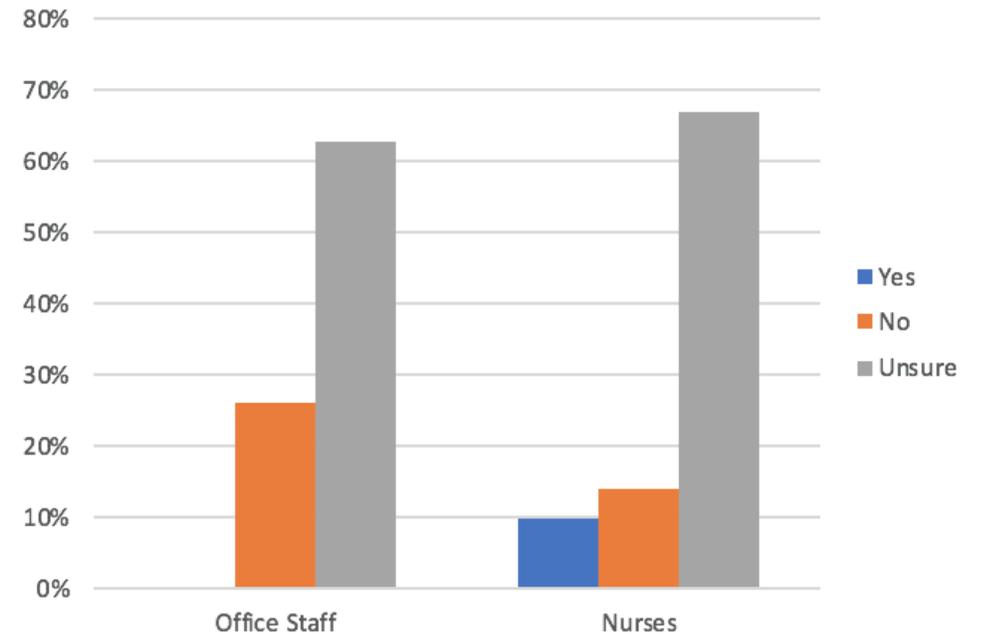
SOCIAL MARKETING  
CAMPAIGN

# Employee Baseline Survey

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



Does HealthNet have a policy stating where patients can breastfeed?





|                 |                |
|-----------------|----------------|
| Manual:         | Administrative |
| Policy Number:  |                |
| Effective Date: | 09/19          |
| Revision Dates: |                |
| Review Dates:   |                |

---

**POLICY:** [BREASTFEEDING SUPPORT POLICY](#)

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**Purpose:**

The purpose of this policy is to provide a supportive environment for our breastfeeding patients and guests who seek care and/or services at HealthNet.

**Scope:**

All patients and guests who are breastfeeding. All HealthNet employees are responsible for supporting this policy.

**Exceptions:**

No exceptions will be made to this policy.

**Definitions:**

Lactation process: the ongoing process of milk production by the breasts. Human milk is produced on a constant basis, which means it needs to be expressed while the mother is separated from her infant.

Breastfeeding: providing nutrition for infants directly from the breast or expressing breast milk to maintain lactation.

**Policy Statements:**

A. HealthNet team members are responsible for educating/alerting breastfeeding patients and guests that the organization supports breastfeeding and lactating mothers.

B. HealthNet will provide a private area for women to engage in breastfeeding and/or the lactation process. This area shall not be a restroom, but a sanitary area shielded from view and free from intrusion from the public. The area should have or should be near a sink with running water for washing hands and rinsing pump equipment parts. The area must include an electrical outlet.

- A breastfeeding support policy for patients and visitors was created
- The process for educating employees on policies related to breastfeeding support is being revised

**Breastfed babies  
welcome here!**  
Ask us how we can support you.

**Bebés lactados son  
bienvenidos aquí!**  
Pregúntenos cómo  
podemos apoyarle.



Your Health. Our Passion.  
*Su Salud. Nuestra Pasión.*



Breastfeeding  
images are now  
displayed on the  
computer lock  
screens in patient  
exam rooms

# Social Marketing Campaign

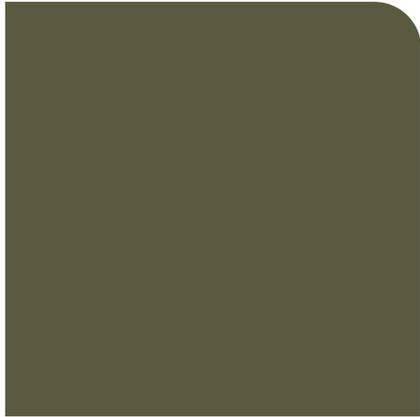
# Reassessing the best way to deliver patient education

- 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

**New/Proposed Well Child Check Breastfeeding and Formula questions**

**Breastfeeding/Nutrition (0-6 Months)**

DO YOU CURRENTLY GIVE YOUR INFANT BREAST MILK?  
- \_\_\_\_\_

DO YOU CURRENTLY GIVE YOUR INFANT FORMULA?  
- \_\_\_\_\_

DO YOU GIVE YOUR INFANT ANYTHING OTHER THAN B/M OR FORMULA?  
- \_\_\_\_\_

**Breast milk question- If answer is YES**

The screenshot shows a software window titled "HPI Notes" with a "Structured" tab selected. The main heading is "DO YOU CURRENTLY GIVE YOUR INFANT BREAST MILK?". Below this is a table with three columns: "Name", "Value", and "Notes". The first row has a dropdown menu with "-" selected and the value "Yes". The following rows are for related questions, each with a red 'X' in the "Notes" column, indicating they are not applicable for this answer:

| Name                         | Value | Notes |
|------------------------------|-------|-------|
| -                            | Yes   |       |
| Total minutes per feeding?   |       | X     |
| Ounces of breast milk?       |       | X     |
| Hours between feedings?      |       | X     |
| Feeding per 24 hours?        |       | X     |
| What breastfeeding concerns? |       | X     |

**Breast milk question- If answer is NO**

The screenshot shows a software window titled "HPI Notes" with a "Structured" tab selected. The main heading is "DO YOU CURRENTLY GIVE YOUR INFANT BREAST MILK?". Below this is a table with three columns: "Name", "Value", and "Notes". The first row has a dropdown menu with "-" selected and the value "No". The following rows are for related questions, each with a red 'X' in the "Notes" column, indicating they are not applicable for this answer:

| Name                           | Value | Notes |
|--------------------------------|-------|-------|
| -                              | No    |       |
| How old was the baby when t... |       | X     |

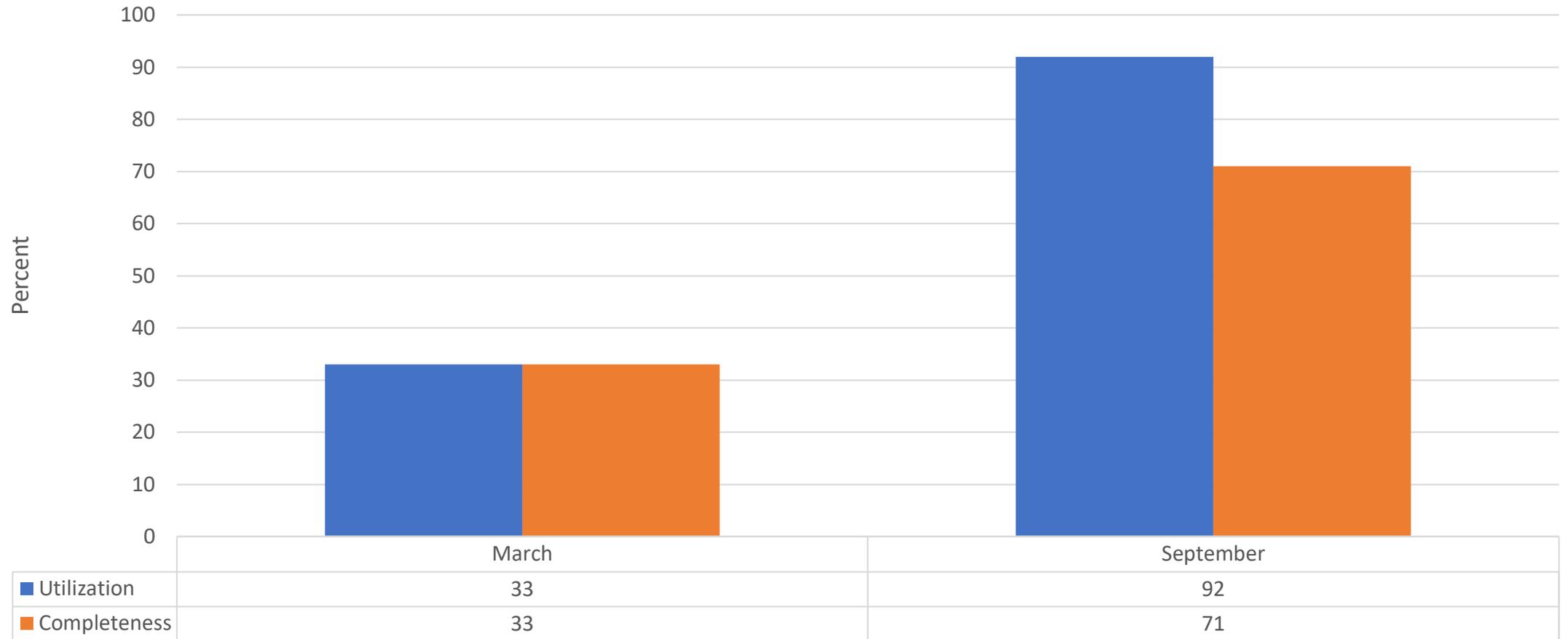
The screenshot shows a software window titled "HPI ROS Examination Procedures Orderset" with a dropdown menu set to "Breastfeeding/Nutrition". The main heading is "DO YOU CURRENTLY GIVE YOUR INFA...". Below this are several input fields and checkboxes:

- Feedings per 24 hours? (text input)
- Less than 8
- More than 8
- If using bottle, how many ounces per feeding? (text input)
- What breastfeeding concerns do you have? (text input)
- Nipple pain
- Breast pain
- Breast lump
- Breast swelling
- Baby won't latch well
- Baby is fussy with feeds
- Baby is fussy with feeds
- Not enough milk
- Milk is not nutritious enough
- Not enough breastfeeding support
- Problems with pumping/expressing milk
- Other(see notes)

Buttons for "OK", "Cancel", and "Next" are visible at the bottom.

# Electronic Health Record Updates

# EHR Implementation- New OB Templates





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 provides 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



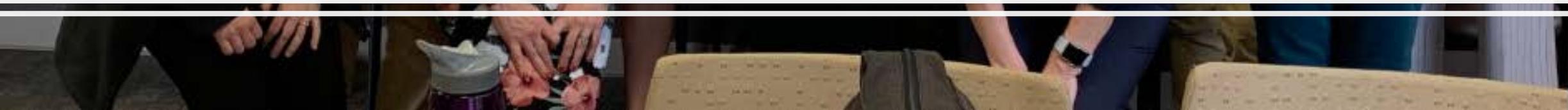
Creation of an asset map in the community



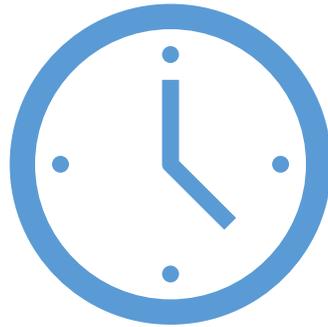
Developed interview guide to evaluate the impact of community programs



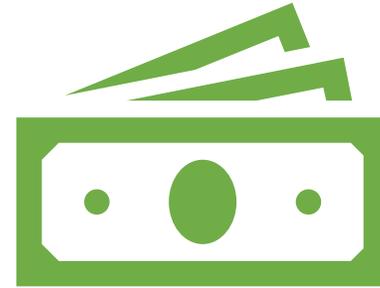
Collaborating with REACH to create a network of support in Marion County



# 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
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  - 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



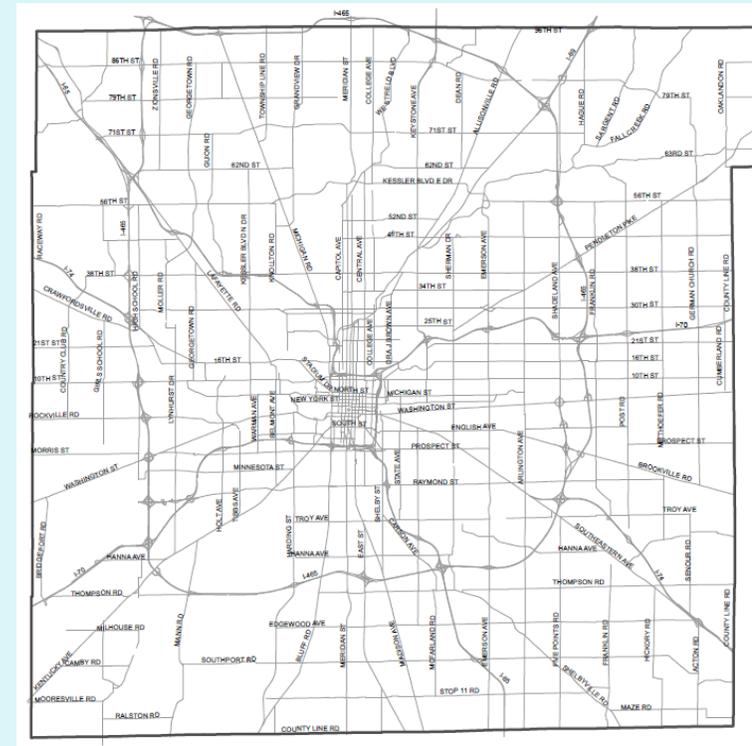
CDC REACH recipient

Jill Edwards, MA

# REACHing for a Healthier Marion County (Through Breastfeeding)

- Marion County = Indianapolis
  - About 1 million people
    - African Americans ~ 30% of population
  - Breastfeeding Exclusively @ 6 months: 31%
    - African Americans: 11%

## Marion County, IN



403 sq.mi

# REACHing for a Healthier Marion County (Through Breastfeeding)

- Breastfeeding work is relatively new in Chronic Disease Prevention
  - 1<sup>st</sup> 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.

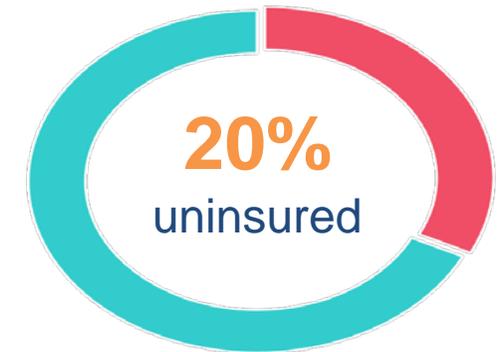
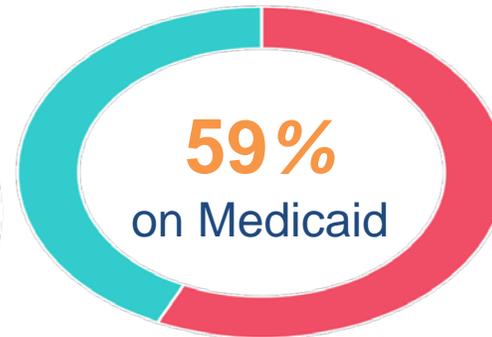
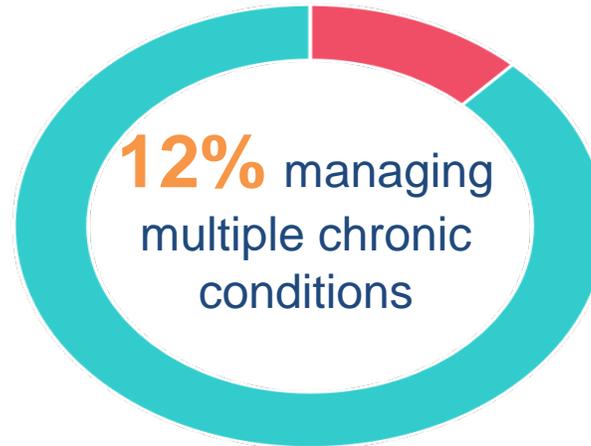
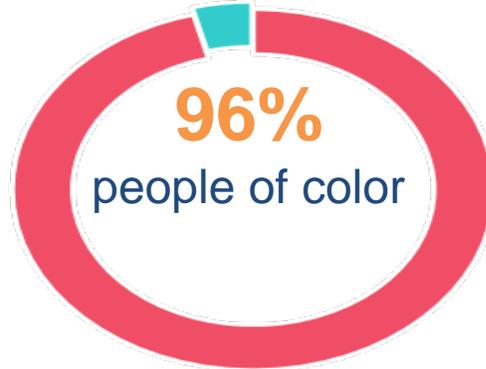
CHN is made up of **12 federally qualified health centers** and **2 school-based health centers** throughout NYC.



# CHN Patient Demographics



1578 prenatal patients a year



# 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.

| Annual Impact  | Care Support Team   |
|--|---|
| <ul style="list-style-type: none"><li>• <b>85,000</b> patients</li><li>• <b>250,000</b> medical and ancillary visits</li><li>• <b>40,000</b> visits for STI testing and counseling</li><li>• <b>36,000</b> patients with one or more chronic conditions</li><li>• <b>34,000</b> HIV tests</li><li>• <b>3,700</b> smoking cessation visits</li><li>• <b>5,500</b> back-to-school physicals</li><li>• <b>11,200</b> mental health visits</li><li>• Helped <b>1,600</b> New Yorkers apply for insurance through the NY State of Health Exchange</li></ul> | <ul style="list-style-type: none"><li>• <b>Primary Care</b><br/>Physicians, NPs, and other providers in Family Practice, Internal Medicine, OB/GYN, Pediatrics, Med-Peds, Mid-Wifery, Dental, Psychiatry, Podiatry</li><li>• <b>Supportive Services</b><br/>HIV treatment adherence counselors, Nutritionists, Mental Health Therapists, Social Workers, and Health Educators</li><li>• Health Homes care managers and patient navigators</li><li>• Family planning services for teens and adults</li></ul> |
|  | <h3 data-bbox="1284 762 2150 819">Comprehensive Centers</h3> <ul style="list-style-type: none"><li>• Primary care teams at each site</li><li>• Holiday, evening and weekend hours</li><li>• Walk-ins Accepted</li><li>• Integrated use of electronic medical records</li></ul>  |

## 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

Menu

- 1. Introduction
  - 1.1. Breastfeeding**
  - 1.2. Objectives
  - 1.3. CLC
- 2. Benefits of Breastfeeding
  - 2.1. Benefits of Breastfeeding
  - 2.2. Formula vs Breastmilk
  - 2.3. Getting a Good Start
  - 2.4. Resources
  - 2.5. Formula
- 3. Common Challenges
  - 3.1. Common Challenges
  - 3.2. Your Role
  - 3.3. Parental Concerns
  - 3.4. Baby Concerns
- 4. Breastfeeding at CHN
  - 4.1. Patients at CHN
  - 4.2. Staff at CHN
  - 4.3. Legal Rights
- 5. Test Your Knowledge
  - 5.1. Final Quiz
  - 5.2. Question 1
  - 5.3. Thank You

Breastfeeding

Resources

# BREASTFEEDING

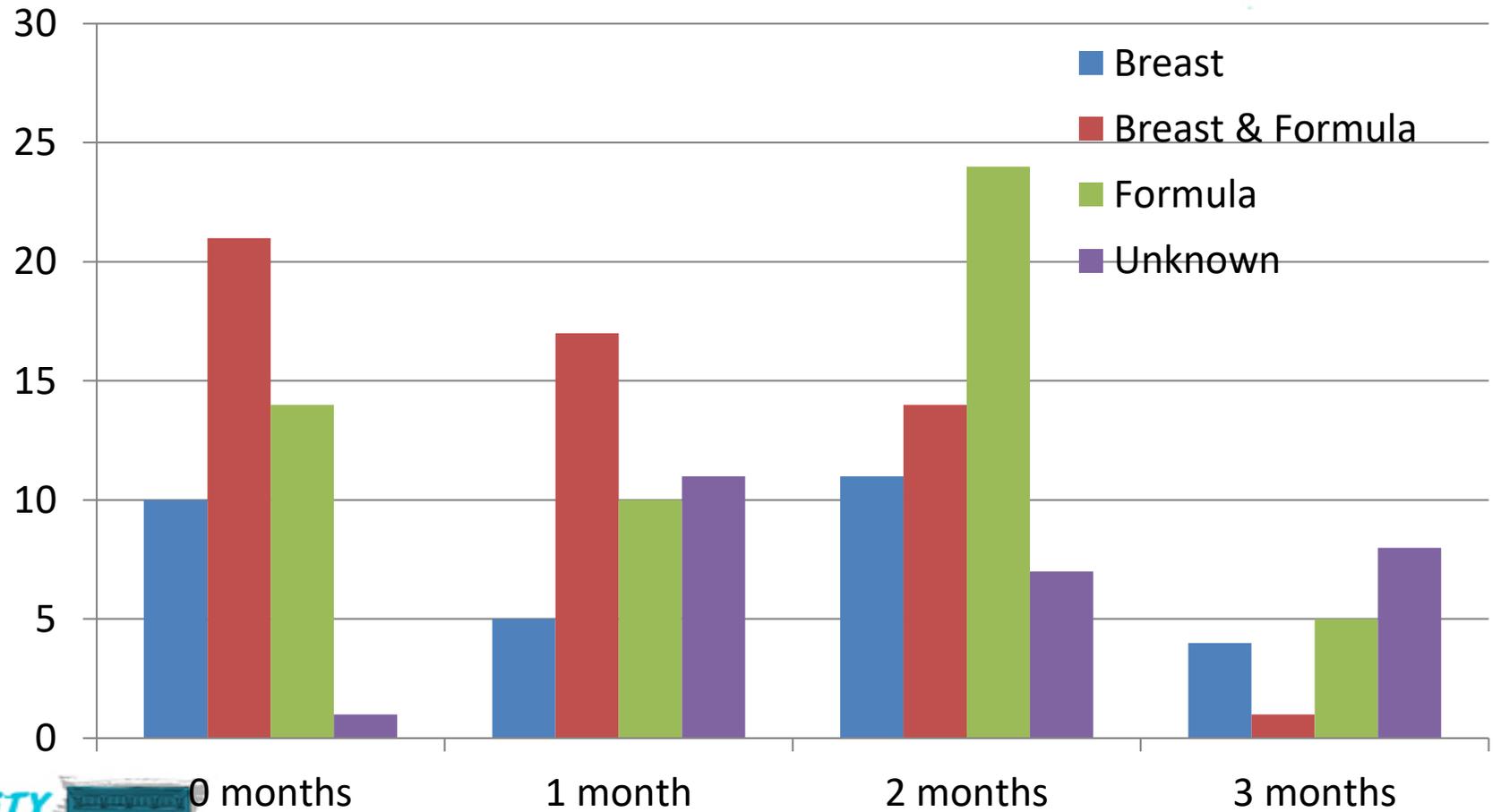


utterstai

▶ NEXT

# Up-to-Date Breastfeeding Data

4/1/19 – 10/31/19





# 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
- Tried 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.**

**Healthy for mom.  
Healthy for baby.**



**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

 **Community  
Healthcare  
Network**  
[www.chnny.org](http://www.chnny.org)

**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](mailto:Molson@chnnyc.org)
- Lindsey DuBois – Women’s Health Program Manager  
[Ldubois@chnnyc.org](mailto:Ldubois@chnnyc.org)

**Thank you!**





# Questions & Answers

Use the Q&A pod to submit questions for any of our speakers.

# FQHCs Success Stories

A tale of two cities with one common goal: to improve breastfeeding support for low-income mothers in Marion County, IN

<https://nacchovoice.naccho.org/2019/11/11/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

<https://nacchovoice.naccho.org/2019/10/29/leveraging-partnerships-and-strengthening-connections-to-support-breastfeeding-families/>

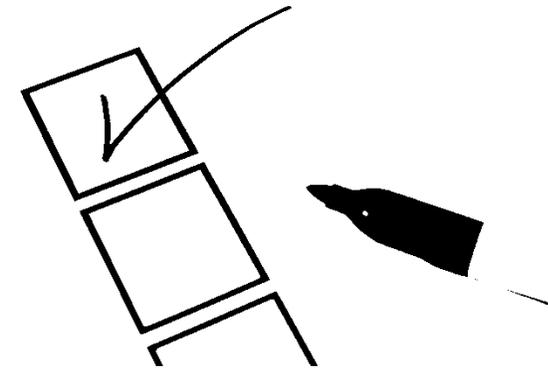
Streamlining Breastfeeding Support and Education in a Federally Qualified Health Centers in New York City

<https://nacchovoice.naccho.org/2019/10/22/streamlining-breastfeeding-support-and-education-in-a-federally-qualified-health-center-in-new-york-city/>

# Continuing Education Credits

Please complete the evaluation  
and post-test for 1.5 L-CERPs

[Evaluation and Post Test](http://bit.ly/CHCPosttest)  
<http://bit.ly/CHCPosttest>





Thank you for joining us today!