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Objectives

• List the strategies for achieving breastfeeding-friendly practice designation which promote and support breastfeeding during the prenatal period.
• Indicate how the impact of achieving breastfeeding-friendly practice designation which promote and support breastfeeding during the prenatal period can be assessed and tracked.
• Describe the importance of inpatient hospital discharge planning and transitioning mothers to pediatric care post-discharge.
• Illustrate how an outpatient breastfeeding support program in a hospital-affiliated clinic can support the transition to pediatric care.
Agenda

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<td>Barbara A. Neilson, MSN, WHNP</td>
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Breastfeeding Friendly Designation

OB/GYN Centers

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- Application for Breastfeeding Friendly Designation included all 7 outpatient offices through Women & Children’s Hospital of Buffalo, a Kaleida Health Facility.
- Diversity of patient populations included 2 locations that are urban/inner city-based clinics, 4 new rural/community offices and the 1 Regional Perinatal Center servicing women who are at high-risk during a pregnancy.
- Staff members included: Attending Physicians, OB/GYN Residents, Nurse Practitioners, RN’s, LPN’s, Medical Assistants, Social Workers, Registered Dieticians, Scheduling Secretaries, Ultrasound Technologists, Reception/Registration employees along with the Management team.
Strategies for Breastfeeding Friendly Designation

- Support was necessary from the Administrative Leadership, Pediatric & OB/GYN Medical Directors, Lactation Consultants, Childbirth Educators, Nurse Educators, the Mother-Baby Unit and L&D management teams.
- Partnership & collaboration within and across your healthcare systems service lines was vital to the process.
- All staff need to be involved as this is essential to success.
- Goals defined and established by Healthy People 2020 guidelines were utilized.
- Community support and guidance from groups such as the P2 Collaborative of WNY, United Way of Buffalo & Erie County, UB|MD and WIC were vital to our success.

Critical Strategies to Success

- Strategic Initiative for the Women’s Service Line of Women & Children’s Hospital:
  - Collaboration across service lines such as L&D, MBU, Pediatrics and NICU divisions.
  - Followed the researched & evidenced-based practice:
    - “Ten Steps to Breastfeeding Friendly Practices” was a key component.
  - Identified “Office Champions” at all sites.
  - Staff education should be consistent and standardized for all staff:
    - Educated all Kaleida Health & UB|MD staff working in these offices as a baseline in Nov. 2013 – Feb 2014.
    - Subsequently developed and added an annual educational program on the hospital computer program to keep staff updated and new staff educated on this initiative as of Oct 2014.

Patient Education

- A variety of methods are utilized to encourage, empower and support the woman and her family during each visit for prenatal care.
- Educational materials are standardized and readily available. We use multiple sources such as the CD from the P2 Collaborative, NYS DOH Publication Catalog, ChildBirth Graphics and WIC.
- All 7 sites established an open display and focal center with posters and educational materials that are accessible to both patients & staff during every visit including Ultrasound appointments.
- Every new OB patient receives “Why Should I Breastfeed” information.
Open Display & Information Centers

Patient Support

- Childbirth Education staff are currently CLC-certified and include breastfeeding support in a group class setting.
- RNs have the Breastfeeding A-Z resource guide for triage & phone calls from mothers at all locations.
- Registered Dietitians reflect the same message to support breastfeeding.
- Baby Café was established 18 months ago with support from hospital IBCLC staff.
- Series of Breastfeeding Classes & "Mini" Classes are held in various locations for convenience to patients.

Location of Baby Café
How to Assess and Track Progress

• Meet monthly including conference call format.
• Monthly staff meetings all contain the hospital data from 100% of the chart reviews on breastfeeding statistics & facilitate encouragement.

WCHOB BREASTFEEDING RATES

Future Goals & Objectives

• Improvements in breastfeeding rates utilized a variety of educational methods, cultural shifts for staff and continues to take dedicated focus and attention.
• The offices aim to continue maintaining the Breastfeeding Friendly Designation.
• Goals:
  ➔ Maintain “Any” breastfeeding rates @ 70% and look to improve rates based on chart reviews.
  ➔ Improve “Exclusive” breastfeeding rates to 40% including opportunities to work with cross functional teams and collaboration with various teams identified.
• We want to train more staff at the CLC status and increase resources for IBCLC members.
• Collaborate with initiatives towards “Baby Friendly” Designation Status for the hospital.
• Overall, our quality objective is to educate and support women with the aim to improve outcomes in the communities we service.
Transitioning through the Care Continuum

Megan Prokorym, MPH
New York State Department of Health

Prenatal Care
- Ask about feeding choice
  - “What have you heard about breastfeeding?”
  - Discuss previous breastfeeding experiences
- Perform a breastfeeding-specific exam
- Reassure about ability to breastfeed if no structural issues
- Educate mom/family about what to expect after delivery
  - Help develop a birth plan that includes breastfeeding, skin-to-skin, rooming-in
- Encourage attendance at prenatal breastfeeding classes
- Assess breastfeeding status during hospital rounds
- Provide list of professional and community resources

Maternity Care
- Abide by NYS Rules and Regulations that support a Mother’s Right to Breastfeed
  - Skin-to-skin, rooming-in, no food or drink, artificial nipples or pacifiers to breastfeeding infants unless medically indicated
- Connect with OB/GYN and Pediatric Practices
  - Market hospital prenatal and breastfeeding classes
- Ensure discharge instructions include:
  - Scheduled pediatric appointment 48 to 72 hours after discharge
  - All local professional and community breastfeeding support resources
“BRIDGING THE GAP”
BETWEEN INPATIENT & OUTPATIENT LACTATION MANAGEMENT

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Key Points

• Describe the relationship between the hospital mother-baby unit and the pediatric outpatient clinic and how this relationship supports breastfeeding mothers.

• Describe the interactions of hospital staff including nursing and lactation staff with the pediatricians and WIC peer counselors, and its impact on the care given to mothers after delivery and post-discharge.

• Illustrate lactation education and training of pediatric residents and providers.

Rochester General Hospital (RGH)

• Second largest health system in Rochester, NY
• Designated as a Baby-Friendly Hospital in 2000
• ~2400 deliveries in 2013
• Level 2 Special Care Nursery (SCN)
• Lactation Department
  • RN, Internationally Board Certified Lactation Consultants
  • ~1.8 FTE’s (1 Full-time, 1 Part-time, per diem)
  • RN, Certified Lactation Counselors (CLC)
• Pediatric services available:
  • Emergency room
  • Pediatric inpatient unit
  • Mother-Baby/Special Care Nursery
  • Outpatient pediatric clinic - Rochester General Pediatric Associates
Rochester General Pediatric Associates (RGPA)

- Large pediatric practice in Rochester, NY
  - 31,000 patient visits in 2013
  - Approximately 7,500 newborns enrolled/year
- Designated a Level 3 Medical Home
- Employs MD's, NP's, RN's, LPN's, MOA's, residents, psychologists, psychiatrist, and lactation consultant.
- One of two continuity clinic sites for University of Rochester Medical Center (URMC)/Golisano Children’s Hospital Pediatric Residency Program.
- Insurance types:

![Insurance Types Graph]

RGPA Lactation Program Goals

- Provide education, support, and guidance to any pregnant or breastfeeding mother at RGPA
- Provide education to healthcare providers regarding management of the breastfeeding dyad.
- Provide residency education and a direct observation rotation in outpatient lactation management.
- Collaborate with the inpatient Mother-Baby unit in providing continuity of care for the RGPA breastfeeding dyad - “Bringing The Gap.”

On the Mother-Baby Unit

- Visit mothers that have chosen RGPA for pediatric care
- Connect and collaborate directly with the:
  - Hospital lactation consultant and primary nurse
  - Attending pediatrician
  - WIC peer counselor
  - Unit social worker
- Provide 1:1 lactation consult

Benefits...INCREASED collaboration & communication
Collaboration with WIC Peer Counselors

Lactation Consultation at RGPA: What does this look like?

- Provides a 1:1 lactation consult in the office
- Service available three days a week
- Consultations are scheduled in 60-minute appointment slots
- Medical concerns addressed at the end of visit by the pediatrician
- Billed as a Level 2 or 3 office visit, under the pediatrician
- “Curbside Consultation”- Valued by both provider and mother!

Referring to the RGPA Lactation Consultant

- First follow-up visit post-hospital discharge is made with the provider.
- The next appointment should be made with IBCLC.
  - All infants are seen by the pediatrician at end of this visit to address any medical concerns.
- Reasons for referral to the IBCLC (but not limited to):
  - First time breastfeeding mother
  - Infant weight issues due to feeding problems
  - Latching or positioning difficulties
  - Sore nipples/breast discomfort (bumps, bumps, or pain)
  - Mother is “doing both” formula (not medically indicated) and breastfeeding
  - Back to work, milk supply issues, or “perceived milk supply issues”
RGPA Breastfeeding Club

• Professionally led, peer-to-peer breastfeeding support group:
  ➢ Co-facilitated by a lactation consultant and psychologist

• Topics and issues discussed during the group are decided by the mothers.

• The group encourages communication & sharing of experiences.

• Evidence-based information will be provided on topics by the facilitators.

• Providers and office staff encourage mothers to attend.

At the Breastfeeding Club...

Future Areas of Expansion

• Integrate lactation services into the Prenatal Women’s Clinic
  ➢ IBCLC to meet with women during prenatal period
  ➢ Provide lactation education/anticipatory guidance
  ➢ Provide lactation education during the Centering Pregnancy Group

• Expand Breastfeeding Club
  ➢ Increase access
  ➢ Increase frequency
  ➢ Use as possible spring-board for Baby Café

• NYSDOH Breastfeeding Friendly Office designation
Discussion…

• Questions?

For More Information Contact:
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