



Broadlawns WIC Peer Counseling Program Quality Improvement Project 2020

STORYBOARD

Quality Improvement Project

- ▶ Breastfeeding Newborn Referrals (NBR) Improvement Project
- ▶ Overall goal is to provide breastfeeding support to Newborn Referral clients who are breastfeeding within the first 3 days after birth
 - ▶ Goal 1: Increase the % of breastfeeding Newborn Referrals we are able to provide breastfeeding support to within 3 days of birth by 10%
 - ▶ Goal 2: Increase the number of PC program referrals from the Newborn Referrals

Background

- ▶ When WIC (or WIC-eligible) clients are born at local hospitals in our community, hospital staff fill out a NBR and send it to the WIC office
- ▶ NBR indicates if the client is breastfeeding or formula feeding (or both)
- ▶ Place to mark if the client has a PC already or if they would like a PC
- ▶ When we receive the NBR, staff call the client to assist them in scheduling their WIC certification appointment and provide breastfeeding education if the client is breastfeeding

Why 3 days?

- ▶ Our goal is to contact the breastfeeding NBRs within 3 days after birth
 - ▶ Most are home from the hospital by this time
 - ▶ Critical time when many moms struggle with breastfeeding
 - ▶ If they don't get help when they need it- they may stop breastfeeding or start supplementing with formula
 - ▶ If they already have a PC, we can alert the PC that the baby is born
 - ▶ PC support most frequent in the first week after birth

Process Before Project

- ▶ Ashley, Peer Counselor contacts the breastfeeding NBRs
- ▶ Contact method
 - ▶ 1st attempt: phone call
 - ▶ 2nd attempt: mail flyer
- ▶ Provide breastfeeding support if able to reach them
- ▶ Offer referral to the PC program (if not already participating)

Intervention for the Project

- ▶ Could we increase the % of clients we are able to provide breastfeeding support to by texting them?
- ▶ In the PC program, texting is our clients most popular way to communicate
 - ▶ 82% of our successful contacts were via text
- ▶ Intervention:
 - ▶ First 3 months: phone call, mail flyer
 - ▶ Second 3 months: phone call, text, mail flyer

Project Period

- ▶ Project Period was December 6, 2019 – June 19, 2020
- ▶ Ashley contacted breastfeeding NBRs
- ▶ Tracked
 - ▶ How many we received
 - ▶ If we were able to provide breastfeeding support within 3 days (compared to after 3 days)
 - ▶ Contact method
 - ▶ How many referrals to the PC program
 - ▶ Direct from BMC or from WIC staff

Results

- ▶ Received 412 breastfeeding NBRs
- ▶ Attempted to contact 96%
- ▶ Intervention
 - ▶ Dec-Feb – phone, mail
 - ▶ Mar-Jun – added texting as contact method
- ▶ Number of clients we provided breastfeeding support via text Mar-Jun
 - ▶ Within first 3 days: 51
 - ▶ After 3 days: 12
 - ▶ Total 63

Results

- ▶ Number of clients we were able to provide breastfeeding support to in the first 3 days
 - ▶ Increased from 22% to 45% by adding texting as a contact method
 - ▶ From Dec-Feb: 46 out of 205 = 22%
 - ▶ From Mar-Jun: 93 out of 206 = 45%
 - ▶ For entire project: 139 out of 412 = 34%

Results

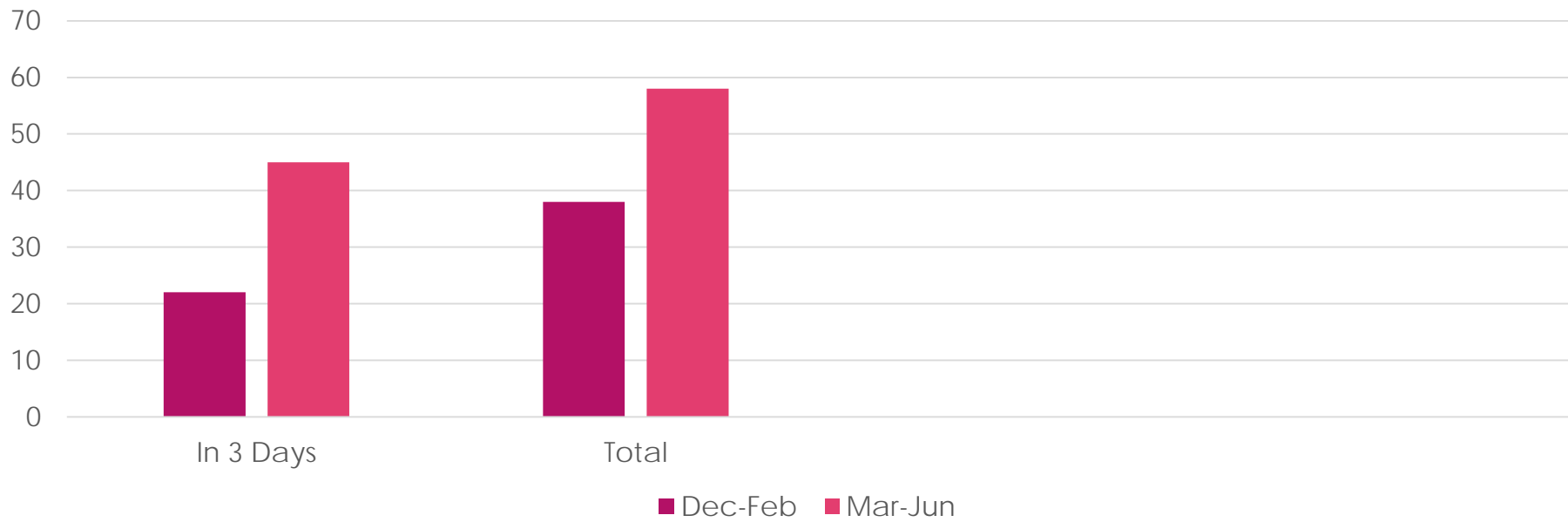
- ▶ Number of additional clients we were able to provide breastfeeding support to after the first 3 days
 - ▶ From Dec-Feb: 31
 - ▶ From Mar-Jun: 26
 - ▶ For entire project length of Dec-Jun: 57

Results

- ▶ Total number of clients that received breastfeeding support from the Newborn Referrals (including those that we reached in the first 3 days and those reached after the first 3 days)
 - ▶ Increased from 38% to 58% by adding texting as a contact method
 - ▶ From Dec-Feb: 77 out of 205 = 38%
 - ▶ From Mar-Jun: 119 out of 206 = 58%
 - ▶ For entire project: 196 out of 412 = 48%

Results

Percentage of Clients We Provided Breastfeeding Support



Referrals to the PC Program from NBRs

	Project Period	Previous 6 months
WIC staff	37	48
Direct from Broadlawns	6	11
Total	43	59

Conclusion

- ▶ Texting clients was an effective way to increase the percentage of clients that we were able to provide breastfeeding support to from the Newborn Referrals
- ▶ Met Goal 1: Increase the percentage of breastfeeding Newborn Referral clients we are able to provide breastfeeding support to within 3 days of birth by 10%.
 - ▶ Increased from 22% to 45%
- ▶ Did not meet Goal 2: Increase the number of PC program referrals from the NBRs
 - ▶ Due to low PC staff and capping referrals