

BUILDING OUR PARTNERSHIP WITH GRMC



PLAN

Identify an opportunity and Plan for Improvement

1. Getting Started

The State of Iowa included QI projects for our BFPC Grant.-“to develop or enhance a partnership with at least one birthing hospital within our service area.”

3 birthing hospitals in our area- GRMC, SMC and Lucas Co. Health Center (stopped delivering 2018)

The reason for a partnership is ultimately to increase breastfeeding (BF) prevalence and support in the communities we serve

Increase breastfeeding rates in our service area.

2. Assemble the Team

MATURA's BFPC and WIC/MCAH staff

3. Examine the Current Approach

We currently have two delivering hospitals in our service area- Greater Regional Medical Center (GRMC) and Shenandoah Medical Center (SMC). BFPC coordinator selected GRMC because they are in the same town as our WIC office and it would be easier to make regular face-to-face contacts. GRMC made it clear they recognize the benefits of breastfeeding and would encourage a mother to do so but did not have anyone trained in lactation support at this time.

When trying to make contacts we would find ourselves calling the OB dept./hospital and leave messages with whoever was working at the time. We have made multiple contacts attempts by phone and in person. Unfortunately, we were not making any headway.

When asked to hand out BFPC brochures with PCs contact information for clients to call after the clinics and WIC office is closed, they voiced concerns about handing out BFPC contact information in fear there would create confusion amongst their clients.

GRMC OB Director voiced a need to have a breast pump available for lactation staff to hand out to WIC mothers if needed on holidays or weekends when the WIC office is not open.

4. Identify Potential Solutions

Fishbone (FB) Cause & Effect Diagram.
BFPC and WIC staff filled out FB diagram with the effect, “enhanced partnership with GRMC”
-Findings:

1. Schedule meeting with GRMC new OB Director, WIC Director and BFPC Coordinator discuss designated contact person.
2. Meet and greet with GRMC Staff/ Lactation support to introduce our Peer Counseling staff.
3. Create post cards to mail out physician/ providers about services we provide-Quarterly calls to hospital/OB

dept. seeking need for WIC/ BFPC brochures/ information

4. Re-establish Crest Area Breastfeeding Coalition
5. WIC/ MCAH staff will attend Local Boards of Health to connect with area providers.
6. Offer breast pump rental station @ GRMC
7. Contact OB dept and offer “new mom packets” including contact information and brochures for BFPC and BF support.
8. Invite lactation staff to be a vender at our World Breastfeeding Week (WBW) walk.

5. Develop an Improvement Theory

1. By meeting face-to-face, we will build rapport with GRMC staff and increase referral and collaboration.
2. Having a go to contact person would eliminate confusion and help us address needs or concerns faster.
3. Inform providers about the breastfeeding resources in our community may help encourage BF and increase BF rates and/or duration.
4. Re-establish Crest Area Breastfeeding Coalition-offering neutral ground to discuss BF needs in our community and open doors for collaboration.
5. Providers at BOH meetings voice concerns or needs in the community- by being

present we can address those needs or concerns.

6. Offer breast pump rental station @ GRMC- Offer 1-2 of our Rental Symphony breast pumps to be available for OB/ Lactation staff hand out on holidays and weekend when WIC staff is unavailable.
7. By providing WIC/ BFPC brochures in “New mom packets” we may be able to reach those mothers who may not know they qualify for WIC and could benefit from education and the resources we provide.
8. Encouraging GRMC to attend our WBW walk- we will continue to build our rapport with GRMC and find new ways to impact BF rates by working together.

DO

Test the Theory for Improvement

6. Test the Theory

1. Meeting Scheduled with Jill Johns OB Director with GRMC, BFPC Coordinator and WIC Director to establish “go to” contact person. (03/2016)
2. Contact information exchanged with GRMC CLC Staff- Tricia and Rebecca
3. Crest Area Breastfeeding Coalition- Re-established - 09/24/2018- 2nd meeting 12/19/2018- held quarterly.
4. Establish rental pump station- provided training and designated a contact person. They will notify us if it needs replaced.
5. Invitation sent to Tricia Williams RN CLC for all WBW events and BF Coalition meetings.

STUDY

Use Data to Study Results of the Test

6. Study the Results

Although we cannot contribute all the credit to our actions listed above we would like to believe that working together we have made a huge influence on our community in a positive way.

1. Focus reports show an increase in **Ever BF** rates over last 3 year:
2017 – Matura 67% State 70%; 2018 Matura 66% State 71%; 2019 Matura 68% State 72%.
2. We have also provided five WIC certifications for mom and babe before hospital discharged.
3. We continue to support, promote and attend each other’s events.
4. Our collaboration at the Coalition meetings was instrumental to the startup of the Mother’s Milk Bank Depot at GRMC.

ACT

Standardize the Improvement and Establish Future Plans

8. Standardize the Improvement or Develop New Theory

We will continue to provide the pump rental station at GRMC.

BFPC coordinator and GRMC’s lactation support staff maintain regular telephone contact for referrals and needed materials.

9. Establish Future Plans

Moving forward we are excited for what the future holds for our partnership. We will continue to hold quarterly BF coalition meeting to evaluate the community’s future BF needs, promote BF as the norm for infant feeding and support our

moms who choose to BF their children. We will continue to promote the Mother’s Milk Depot and help mothers get the process of donating started. BFPC coordinator and GRMC’s lactation support staff will maintain regular telephone contact for referrals and needed materials.

We are happy to provide in hospital WIC certifications for mom and new baby. With this early certification mom is getting the benefits of nutritious foods, they have a scheduled follow-up appt, answer questions and provide education on other community resources.



PC STAFF



WIC/MCAH STAFF

