



BUILDING A PARTNERSHIP WITH GRMC

Matura Action Corp.

Breastfeeding Peer Counselor
Program

Astra Jennings RN

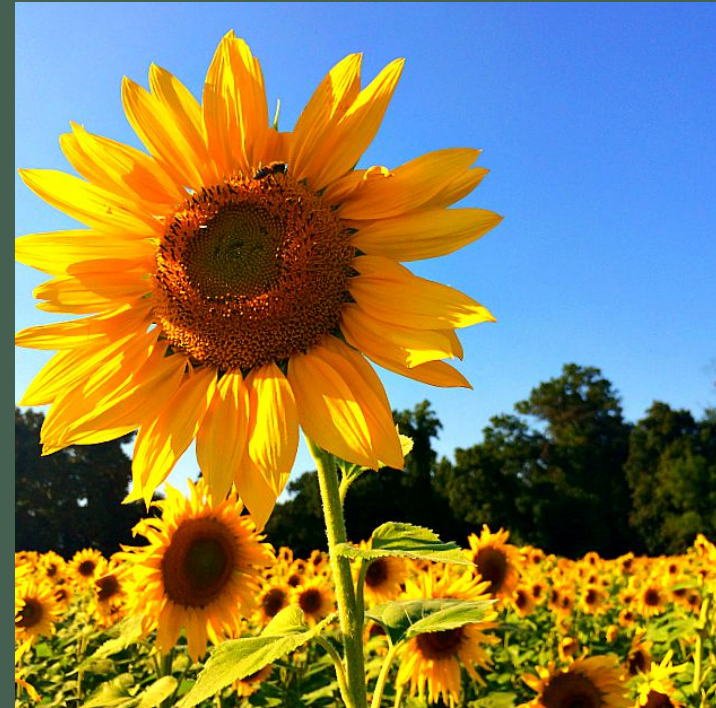
What are we trying to accomplish?

- increase breastfeeding prevalence our community by increasing mutual referrals with local hospital
- Provide accurate researched based breastfeeding information
- By fostering this partnership with GRMC creating a greater circle of breastfeeding support



There is opportunity for improvement!

Solutions were identified using the Fishbone (FB) cause & effect diagram. WIC and MCAH staff were given the FB diagram with the effect- "enhanced partnership with GRMC"



C A U S E S

MAN

Limited time w/ providers for BF training
Need for contact person
2 CLC on staff
Unreturned phone calls
meet w/ new OB director
offer BF training to Nursing Staff

MACHINE

no breast pump available
on holidays and weekends

METHOD

No referral process
Staff encourage the breast B4 offering fomula
no breast pump available after WIC hours

EFFECT

offer BFPC handout w/ contact info.

increase access to research base BF info.

Mail post card to providers with BF info.

offer w/ BFPC brochures for NEW MOM packets

Print and hang up fliers for BF Support group

MATERIALS

MEASUREMENT

ENVIRONMENT

attend GRMC events

invite lactation staff to WBW event

Dorment BF coalition

Decided not to have BF friendly designation

Limited access to a breast pump

What can we do?

- Schedule a face-to-face meeting with OB director and CLC staff.
- Designate contact person.
- Re-establish the Crest Area Breastfeeding Coalition
- Rental pump station at GRMC



How'd we do?



- Face-to-face meeting was held with WIC director, OB director and BFPC coordinator (03/2016)
- Tricia Williams RN CLC is our designated BF contact person
- Crest Area Breastfeeding Coalition re-established- (1st meeting 09/24/2018)
- Established a rental pump station at GRMC
- Invite GRMC to attend any WIC/MCAH events

The best is yet to come!



- Crest Area Breastfeeding Coalition Meetings are held quarterly
- Created breastfeeding resource page for our service area
- GRMC became 1 of 36 Mother's Milk Bank of Iowa Depot stations. Over 600 ounces of breastmilk donated in the last year!
- We have performed 5 WIC certifications for mother and babe before hospital discharge.



MATURA'S BREASTFEEDING PEER COUNSELOR PROGRAM

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