

# BREASTFEEDING PEER COUNSELING THROUGH IOWA WIC

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# WHAT WERE WE DOING?

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- Breastfeeding peer counseling staff will come together with WIC staff and local birthing hospital staff to brainstorm the most effective way to create a sustainable referral process between BFPC and hospital partners.
- There has not been a process for timely referrals between BFPC and birthing hospitals in this service area, this has caused delays in contacting mothers in the first days post-partum and delaying support from peer counselors.

# THERE'S AN OPPORTUNITY FOR IMPROVEMENT!

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- This QI adventure identified a need for improvement with the current referral process. There was a need for a sustainable referral process between hospital and peer counseling program staff.

# WHAT ARE WE TRYING TO ACCOMPLISH?

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1. Develop a referral process that will be used by local birthing hospitals
2. Develop a working partnership with local hospitals including identifying breastfeeding champions within the hospital
3. Collaborate with local birthing hospitals to develop a system of open communication and designated points of contact for communication within the hospitals.

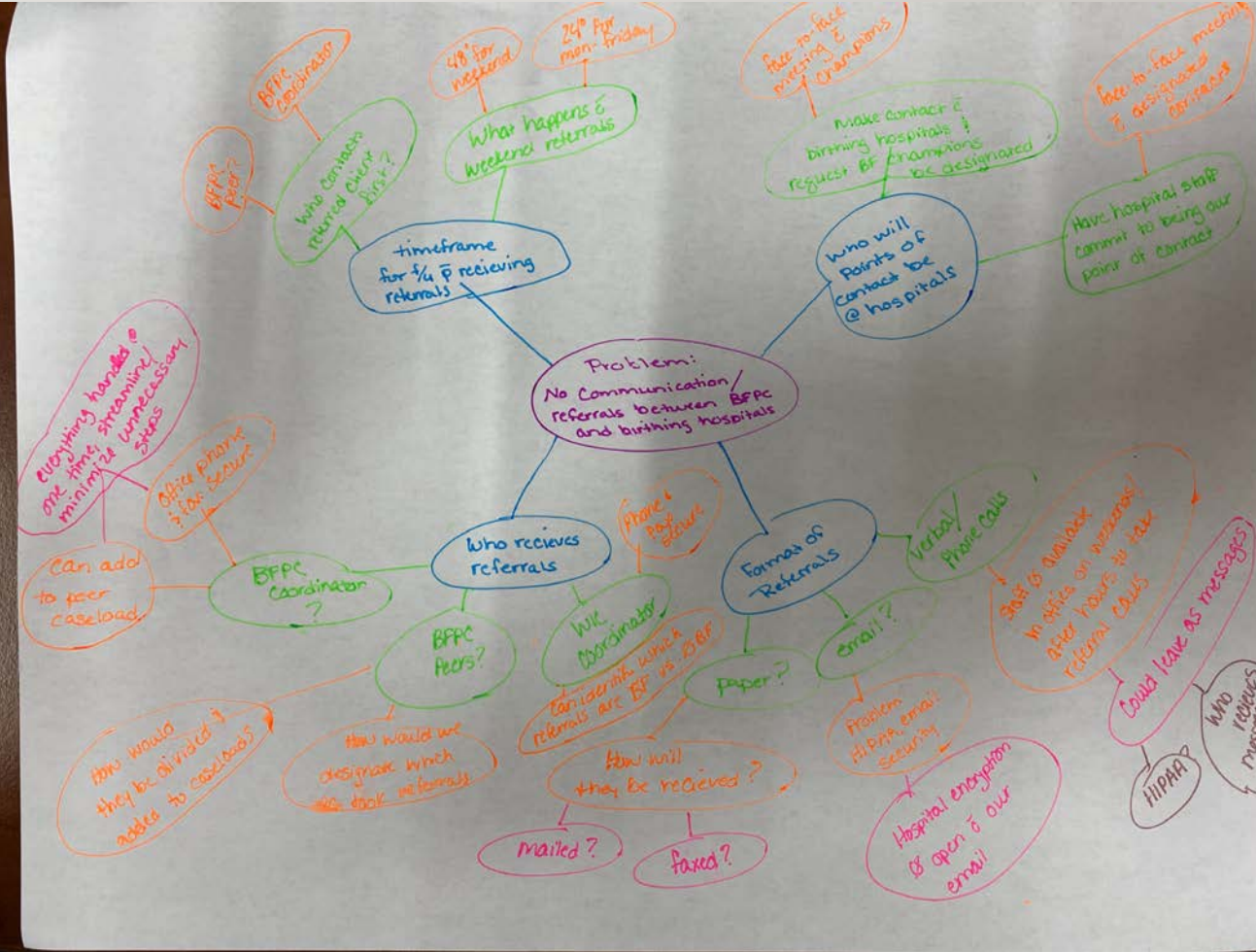
# STARTING TO FIGURE IT OUT ...

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- Problem Statement :There is no standard referral process between BFPC and local birthing hospitals.
  - Peer counselor support is delayed for post-partum clients
  - Opportunities to support breastfeeding in the first days post-partum are important to establish breastfeeding

# STARTING TO FIGURE IT OUT

## Brainstorming Diagram

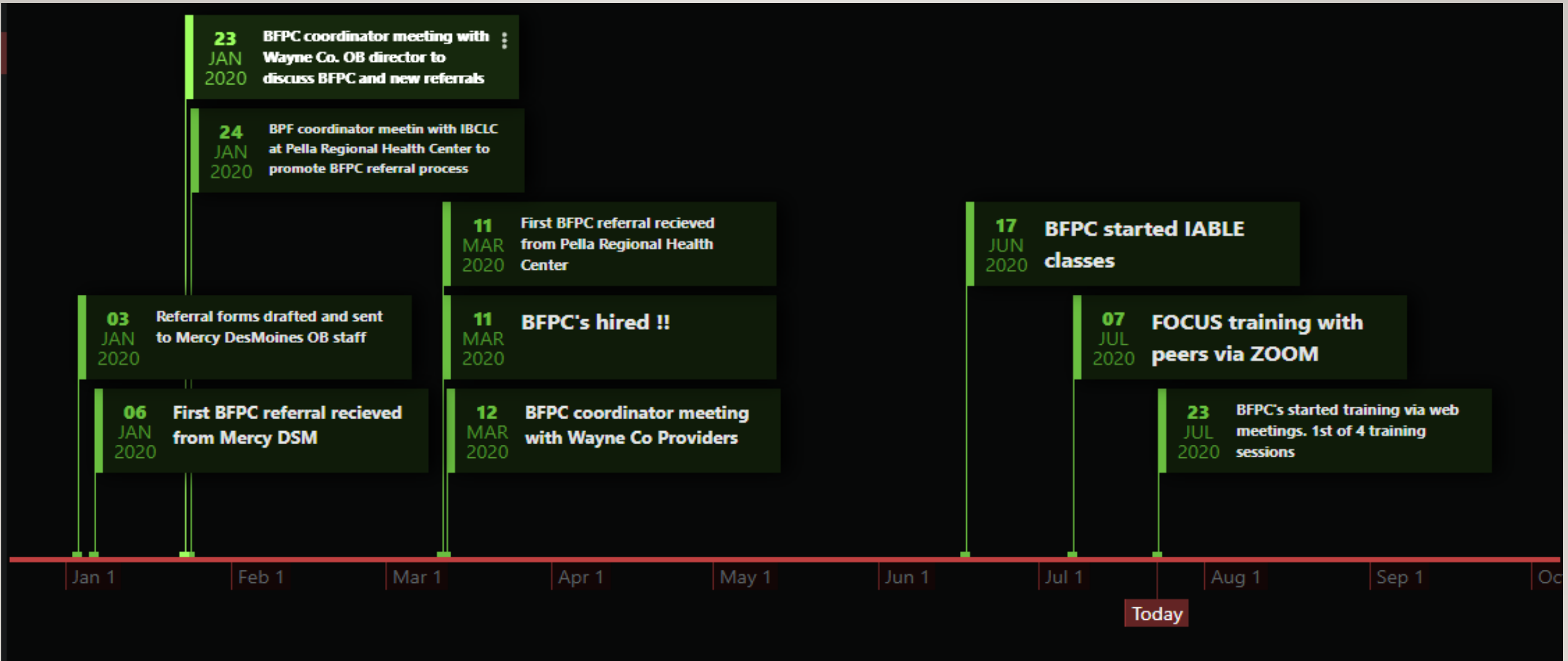


# WHAT CAN WE DO?

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- Solution Statement :
  - There will be a standardized referral process between BFPC and local delivering hospitals in this service area. There will be standard call-back schedules for these referrals and this will be clearly communicated to peer counselors and to hospitals referring.
- A brainstorming diagram was used to consider possible problems and solutions to developing a referral process.
  - We tried to answer all of the questions and address all roadblocks we have encountered in the past when trying to partner.

# Putting our plan in to action !





# ROADBLOCKS

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- COVID 19 has delayed training for new peer counselors
- Hospitals are not all onboard with the new referrals and getting referrals sent in a timely manner (or sent at all)
  - Wayne county has sent 0 referrals to date. We continue to reach out to OB staff and management to encourage partnership.