



BREASTFEEDING SUPPORTS IN CHICKASAW COUNTY

OPERATION THRESHOLD WIC BREASTFEEDING

SUPPORT STAFF

MERCY MEDICAL CENTER OBSTETRIC STAFF, WIC

PARTICIPANTS AND COMMUNITY MEMBERS

FY'18-20




WHAT WERE WE DOING

- ▶ Monthly WIC clinic held in New Hampton.
- ▶ BFPC program received referrals from WIC staff for pregnant or breastfeeding women.
- ▶ WIC IBCLC referrals offered to mothers who needed immediate breastfeeding support and when the BFPC would need to yield.
- ▶ WIC New Hampton Clinic (Chickasaw County) breastfeeding rates were one of the lowest for Operation Threshold WIC service area (54%-Iowa Breastfeeding Incidence Report 2006-2015)




INDICATIONS

- ▶ WIC Breastfeeding rates for Chickasaw County indicated need for improvement
 - ▶ Lactation Staff from MMC-NH communicated a desire for partnership with WIC and the BFPC Program.
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GOAL

- ▶ Increase the amount of Breastfeeding Support in Chickasaw County and thereby increase breastfeeding rates amongst our WIC participants
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WHAT CAN WIC DO TO IMPROVE BF RATES IN CHICKASAW COUNTY

▶ THE BRAINSTORMING WITH WIC STAFF

- ▶ What can we offer to help support breastfeeding in the community.
- ▶ Where can we focus our efforts to make the biggest impact
- ▶ Who can we connect with in the community to provide breastfeeding supports
- ▶ Who/What/When/Where/How can we offer support that would help meet the breastfeeding mothers needs where they are at in their breastfeeding journey



WHAT CAN MMC-NH AND WIC PARTNERSHIP DO TO IMPROVE BF RATES IN CHICKASAW COUNTY

- ▶ BRAINSTORMING WITH MMC-NH OB STAFF, WIC DIRECTOR, WIC BFPC COORDINATOR, AND WIC IBCLC
 - ▶ BF Education for hospital OB Staff
 - ▶ BF support for NH OB patients/WIC participants
 - ▶ In person meet and greet with WIC and lactation staff at MMC-NH
 - ▶ Two way communication between MMC-NH OB staff and WIC staff
 - ▶ WIC IBCLC and BFPC attend MMC-NH Breastfeeding Support Group
 - ▶ Cedar Valley Breastfeeding Coalition (CVBC) involvement
 - ▶ Invite participants/OB staff to attend meetings
 - ▶ Email meeting minutes to MMC-NH staff



STARTING TO FIGURE IT OUT

DATA COLLECTION AND USAGE

- ▶ Review WIC Breastfeeding Prevalence Reports 2017, 2018, 2019
- ▶ QI tools used
 - ▶ Fishbone diagram
- ▶ Changes we “just did” or tried
 - ▶ WIC staff(Support Staff/CPA) sign up to attend monthly FY’18 MMC-NH BFSG
 - ▶ Schedule WIC IBCLC monthly FY’18 to present time to attend MMC-NH BFSG
 - ▶ Schedule one BFPC regularly FY’19 to present time to attend MMC-NH BFSG
 - ▶ OB breastfeeding staff trainings-Met at MMC-NH locations such as MMC-NH BFSG to provide brief breastfeeding in-services
 - ▶ Email CVBC invites to attend bi monthly meetings, meeting minutes, MMC-NH-BF services listed in CVBC pamphlet “When Breastfeeding Mothers Want Information”



WHAT WORKED

- Onsite trainings from our WIC breastfeeding support persons to the MMC -NH lactation staff at their facility
- Our WIC BFPC and IBCLC traveling to MMC-NH to attend their BF Support Group each month and offering participant/staff onsite support
- WIC IBCLC offering feeding assessment to mothers attending the MMC-NH-BF Support Group
- WIC staff providing BF Support Group flyers to New Hampton WIC participants
- Email and telephone support to MMC-NH lactation staff from WIC IBCLC
- MMC-NH BF Support Group information available in our CVBC "When Breastfeeding Mothers Want Information" pamphlet



WHAT DIDN'T WORK

- ▶ Multiple OT WIC staff in attendance at the MMC-NH- BF Support Groups
 - ▶ Staff had a hard time keeping track of who was going and flexing staff worktime with multiple WIC staffing changes. Due to travel, time for support group, and documentation it required 4-6 hours of staff time for each support group attended.
- ▶ Regular lactation classes taught for MMC-NH staff
 - ▶ MMC-NH funds for OB staff training were unavailable, flu caused hospital to limit outside visitors, weather(Polar Vortex) and closing process MMC-NH labor delivery unit began mid FY 2020
- ▶ MMC-NH staff attending trainings off campus
 - ▶ The Breastfeeding for Iowa Communities-4 hour time commitment and funding unavailable
- ▶ Attendance at bimonthly at CVBC meetings
 - ▶ MMC-NH staff were unable to travel to meetings .
- ▶ BFPC referrals faxed to OT WIC clinic from MMC-NH OB staff-verbal offering of services provided to patients versus patient filling out WIC BFPC referral form.

HOW DID WE DO?

BREASTFEEDING RATES OF WIC PARTICIPANTS IN CHICKASAW COUNTY (NEW HAMPTON)

Year	Ever BF	Exclusive at 1 week	Exclusive at 3 Months	Exclusive at 6 Months
2017	72%	43%	8%	4%
2018	78%	63%	33%	35%
2019	82%	50%	21%	10%
2020	87%	65%	50%	8%



HOW DID WE DO...CONTINUED

Year	BFSG Attended	BF Inservices	CVBC Meetings	BFPC Referrals
2018	5	2	0	9
2019	11	0	0	18
2020	6	0	0	17



IMPACT ON WIC STAFF AND LESSONS LEARNED

- Wonderful to be a source of information for BF Support Group attendees for BF/Life tips.
- Provided opportunity for BFPC to connect with participants while IBCLC was present to troubleshoot, offer guidance, and step in when the BFPC must yield.
- Neat to watch the mother and infant BF growth/journey as well as staff growth
- Great way to help build connections and strengthen relationships between mother infant dyad
- Moms appreciated the same WIC staff attending the BF Support Group
- Moms in BF Support Group encouraged other moms to attend
- Beneficial to complete feeding assessments for MMC-NH participants and staff
- Nice to build relationships between WIC and MMC-NH staff



MOVING FORWARD

UNFORTUNATELY THE BIRTHING UNIT AT MMC-NH CLOSED ON 05/31/2020 WHICH LED US TO REEVALUATE HOW TO CONTINUE TO SUPPORT BF MOMS IN CHICKASAW COUNTY.

- IBCLC to meet with moms at WIC clinic visits as needed
- BFPC support will continue to be offered to moms in Chickasaw County
- Collaborate with Chickasaw local board of health and health department to explore ways to support breastfeeding mothers.
- CVBC to explore other community supports available for breastfeeding resources in Chickasaw County.
- Offer CVBC meetings attendance via virtual platform.
- Offer invitation to Moms Helping Moms BF Support Group and BF Education via virtual platform to moms in Chickasaw County.