



Pottawattamie County WIC Breastfeeding Peer Counseling Program Quality Improvement Plan

ENHANCING PARTNERSHIPS WITH BIRTHING HOSPITALS

PLAN

1. **Getting Started:** Strengthen partnerships with Council Bluffs birthing hospitals to increase referrals to Breastfeeding Peer Counseling Program (BFPC).
2. **Assemble the Team:** WIC Staff, Wei Kay Eng, Kris Wood, Amanda Jones, Rita Madden, Jennifer Hensley, Nancy Murray and SWIA Breastfeeding Coalition members.

PLAN

- 3. Examine the Current Approach:** Currently there is a reciprocal approach for referrals.
- 4. Identify Potential Solutions:** Identify best contact(s) at each hospital, discuss breastfeeding policies and practices, review referral form and have contacts involved in Southwest Iowa Breastfeeding Coalition.

PLAN

5. Develop an Improvement Theory: By identifying and communicating with lactation consultants and OB staff at Council Bluffs birthing hospitals the understanding of policies and programs will increase referrals to and from the BFPC Program.

DO

6. **Test the Theory:** Improvement can be determined by tracking referrals made to and received from the Jennie Edmondson and CHI Mercy for/from the BFPC Program.

STUDY

7. Study the Results: Document the number of referrals to and from birthing hospitals quarterly and at year's end. Meet a goal of 5 referrals from the birthing hospitals to the BFPC Program. Review hospital staff regarding the referral system. Review breastfeeding duration report from Focus.

ACT

8. **Standardize the Improvement or Develop New Theory:** Make necessary changes to referral forms, contact personnel and referral system identified.
9. **Establish Future Plans:** Continue to utilize current referral forms/communication with partners from birthing hospitals for referrals.