# New Mexico WIC - Hospital Breastfeeding Peer Counselor Project: Expanding Peer Counselor Services into Hospitals

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*NWA Conference Presentation*

*September 8, 2016*

# Objectives

- Gain processes to Implement Hospital Breastfeeding Peer Counselor Project
- Obtain Ideas & Tips on How to Work with Hospitals for Breastfeeding Peer Counselor Placement
- Describe the Peer Counselor's Role in the Hospital
- Identify Baby Friendly Steps that Peer Counselors can assist Hospitals Seeking Baby Friendly Designation

# Organizational Chart – NM WIC Breastfeeding Peer Counselor Program

**WIC State Office**
**Breastfeeding Promotion Manager**
**(WIC staff)**

**New Mexico Breastfeeding Task Force**
***Grant Fiscal Agent***
***Contractor***

**BPC Bookkeeper**
***CPA***
***Contractor***

**BPC State Coordinator**
***Contractor***

**5 Public Health Regional Coordinators**
**(WIC staff)**

-Metro Reg:
-NW Reg:
-NE Reg:
-SE Reg:
-SW Reg:

**2 Contract Agency Coordinators**
**(WIC staff)**

-First Choice Community Health Care-First Nations HealthSource:

**Team Leaders**
**(WIC staff)**

**Team Leaders**
**(WIC staff)**

**BPCs**
**Contractor**

**BPCs**
**Contractor**

## Current Practice

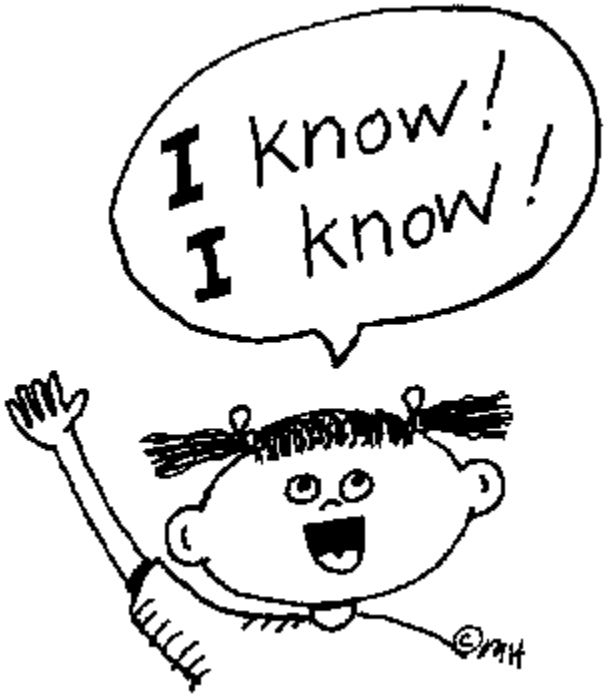
- BPCs offer 1-on-1 casework services
- Casework can include hospital visit as "guest" of the patient

## Challenges with Current Practice

- Disconnect between WIC & Hospital
- BPC dependent on mom/family for notification of birth
- Hit and Miss approach for immediate & continual breastfeeding support to Breastfeeding mom

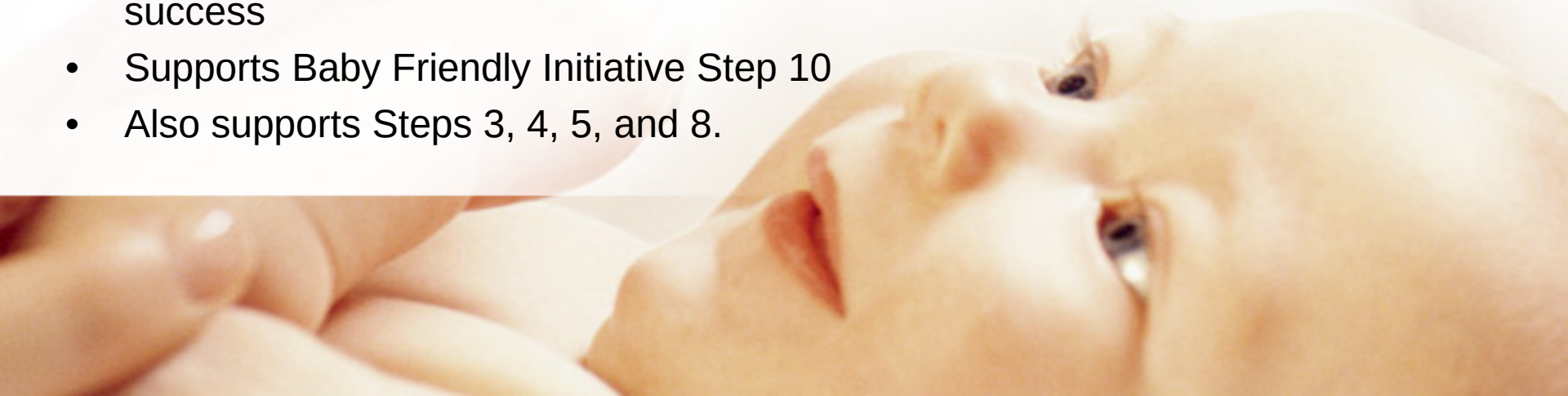
## Seek Solutions

# THE ANSWER



# WIC Hospital Breastfeeding Peer Counselor Project Vision

- WIC Hospital BPC Project conceived in Fall 2012 by Kathy Cline, RN with Presbyterian Hospital (Best Fed Beginnings) after models in California, Arizona.
- Partnered with NM WIC
- Increase initiation, exclusivity, and duration rates and address service gap between hospital discharge and follow-up care
- Increase WIC enrollment
  - Over 70% NM births Medicaid-funded*: WIC eligible, but not all enrolled.
- Breastfeeding Peer Counselors (BPC): strong indicator of Breastfeeding success
- Supports Baby Friendly Initiative Step 10
- Also supports Steps 3, 4, 5, and 8.



# The *Ten Steps to Successful Breastfeeding*

1. **Have a written breastfeeding policy that is routinely communicated to all health care staff.**
2. **Train all health care staff in the skills necessary to implement this policy.**
3. **Inform all pregnant women about the benefits and management of breastfeeding.**
4. **Help mothers initiate breastfeeding within one hour of birth.**
5. **Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.**
6. **Give infants no food or drink other than breast-milk, unless medically indicated.**
7. **Practice rooming in - allow mothers and infants to remain together 24 hours a day.**
8. **Encourage breastfeeding on demand.**
9. **Give no pacifiers or artificial nipples to breastfeeding infants.**
10. **Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or birth center.**

Source: Baby-Friendly USA, Inc.

# WIC Hospital BPC Project

- 30 hospital facilities with maternity care units
-

Baby Friendly designated hospitals in 2012
- In 2012 the NM Breastfeeding Task Force received Kellogg's funding to support a movement focused on making every maternity care hospital in NM Baby Friendly

# Partnerships

- **WIC**
- **Hospitals**
- **State, Federal, Local Maternal Child Health and programs and Educational Institutions**
- **NM Breastfeeding Task Force Baby Friendly NM Project**

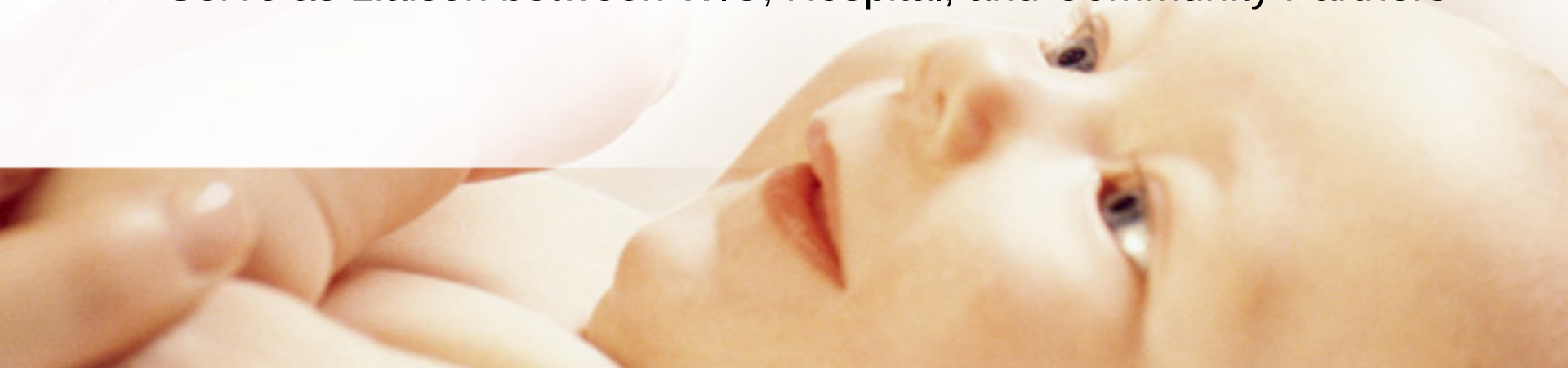
# WIC Hospital BPC Project Pilot

- Pilot launched in 2013
- 3 hospitals participated
  - 2 in Albuquerque (Presbyterian & Women's Lovelace)
  - 1 in Santa Fe (Christus St. Vincent's Medical)

# WIC HOSPITAL BREASTFEEDING PEER COUNSELOR PROGRAM

# Hospital BPC Role

- **Seasoned** BPCs are selected; assigned to hospitals by WIC, interviewed by hospital
- Hospital BPCs are processed through Hospital Volunteer Program (hospital responsible for setting this up)
- BPCs visit **ALL** breastfeeding moms at bedside, not just WIC moms
- Refer high risk to hospital IBCLCs, Charge Nurse, Physician, with follow-up through WIC / Community Lactation Support Services
- Orientation and supervision by Hospital, Postpartum staff & IBCLCs, and WIC
- Serve as Liaison between WIC, Hospital, and Community Partners



# Hospital BPC Role

- Ability to provide on-site referral to WIC program ↑ WIC caseload
- Valued by hospital staff & have become part of the Circle of Care
- Facilitate provision of WIC resources and lactation aids
- Receive extensive hospital lactation training & education by hospital
- Ensure follow-up care at discharge (especially rural moms)
- Provide Prenatal and/or Breastfeeding group education
- Future plans – provide WIC services at hospital and house WIC pumps for WIC staff to issue
- Work between 16-20 hrs/wk

# Hospital Expansion

# 2014

## UNM Hospital

# 2015

## Rust Medical

## Espanola Medical

# 2016

Gerald Champion Medical

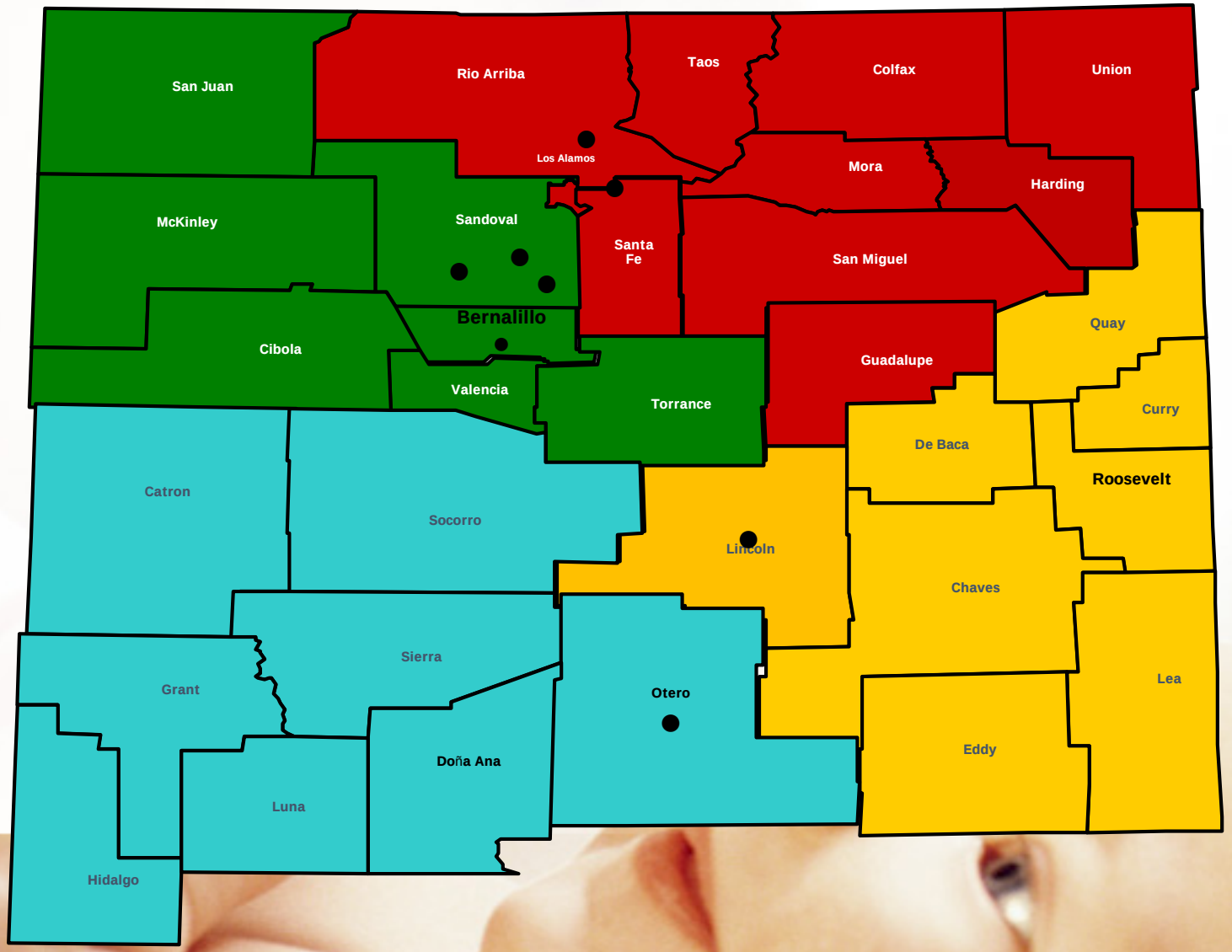
Lincoln Medical

# Hospital Expansion and Baby Friendly Designated Hospitals

- Currently 8 hospitals designated Baby Friendly but not all have a BPC.
- Currently 8 hospitals have a BPC but not all are Baby Friendly designated.
- WIC working with 3 Baby Friendly hospitals to place a BPC.
- 13 hospitals are on Baby Friendly pathway
- 80% NM hospitals will be Baby Friendly designated once all 13 achieve designation.

*https://www.babyfriendlyusa.org/find-facilities*

# Map Hospital BPC Placement



# New Mexico WIC Breastfeeding Peer Counselor Hospital Pilot Preliminary Evaluation Results

## ABSTRACT


The New Mexico WIC Breastfeeding Peer Counselor Hospital Pilot Project:

- Funded by the USDA
- Aim: to increase breastfeeding initiation rates and referrals to WIC.
- Research indicates that Breastfeeding Peer Counselors (BPCs), are effective lay supporters of breastfeeding.
- As part of the Circle of Care, BPCs successfully improve rates of breastfeeding initiation, duration and exclusivity.
- Project evaluation: Data collection began in November 2014 with 3 hospitals, 1) Christus St. Vincent's in Santa Fe, 2) Presbyterian Hospital & 3) Lovelace Women's Hospital both in Albuquerque. Lost St. Vincent's and gained UNMH summer 2015. Presbyterian Rust in Rio Rancho and Gerald Champion in Alamogordo began in early 2016.
- BPCs report selected data from each hospital visit: breastfeeding topics discussed, WIC status, referrals, and demographics.
- Preliminary results: **peer counselors in New Mexico are successful in promoting breastfeeding.**


## METHODS

- WIC BPCs are trained through WIC's national *Loving Support© Through Peer Counseling: A Journey Together* program to provide clinical breastfeeding support to postpartum mothers and their newborns in the hospital setting.
- 1663 preliminary responses were recorded in Opinio on-line survey and accompanying paper survey from November 2014 through October 2015 and March to July 2016. Data collection continues in this on-going project.

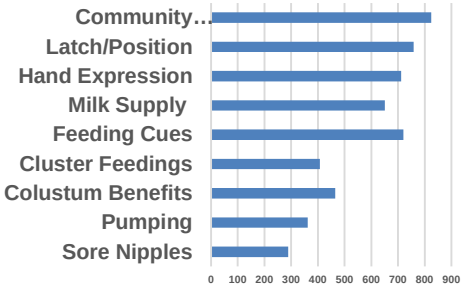
Loving Support makes breastfeeding work

## KEY FINDINGS

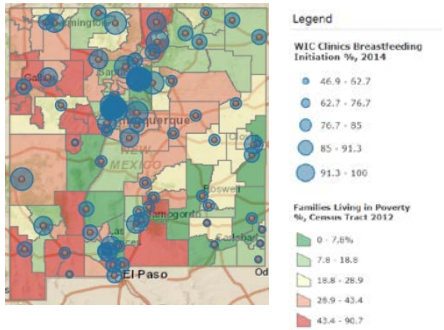
| Key Findings | Nov 2014 - March 2015 (4 months of data) | Nov 2014 – Oct 2015 (12 months of data) | March 2015 – July 2015 (4 months of data) |
|---|---|---|---|
| Total # of Hospital visits | 532 | 1258 | 405 |
| Average age of client | 27 years | 27 years | 26 years |
| Average length of visit | 18 minutes | 18 minutes | 17 minutes |
| % clients seen w/in 48 hrs | 92% | 92% | 89% |
| % Vaginal deliveries | 72% | 70% | 73% |
| % Breastfed before | 42% | 42% | 77% (for moms with >1 baby) |
| Average duration breastfed before | 7.8 months | 8.2 months | 8 months |
| % already on WIC | 46% | 47% | 41% |
| % referred to WIC (of moms not on WIC) | 66% | 61% | 45% |
| TOP 5 Topics Discussed | 1. Community Resources<br>2. Latch/Position<br>3. Hand Expression<br>4. Milk Supply<br>5. Feeding Cues | 1. Community Resources<br>2. Latch/Position<br>3. Feeding Cues<br>4. Hand Expression<br>5. Milk Supply | 1. Community Resources<br>2. Latch/Position<br>3. Hand Expression<br>4. Milk Supply<br>5. Feeding Cues |

*Project Timeline November 2014 through July 2016*

### Frequency of Topics Discussed




### New Mexico Map of WIC Clinic Breastfeeding Initiation Rates




**WIC Peer Counseling**

*Mother-to-mother support has proven to be one of the most successful approaches to encourage moms to breastfeed their babies.*

New Mexico Breastfeeding Task Force

NEW MEXICO WIC

## CONCLUSION

- 1663 hospital visits were made by WIC BPCs in 16 months of data collection
- The 5 most commonly discussed breastfeeding topics were:
  1. Community Resources
  2. Latch/Position
  3. Feeding Cues/On Demand
  4. Hand Expression
  5. Milk Supply
- 3 out of 4 moms had previously breastfed for an average of 8 months
- Santa Fe & ABQ WIC clinics have among the highest breastfeeding initiation rates in NM


*USDA is an equal opportunity provider and employer.*

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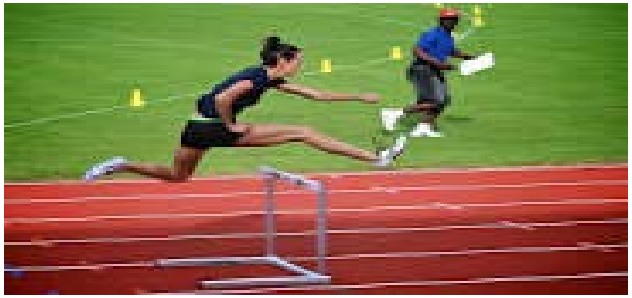
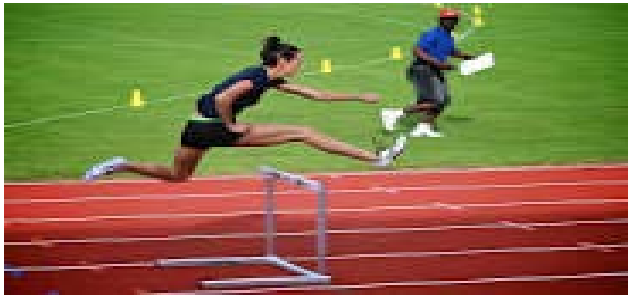
# Hospital Hurdles



- Hospital buy-in
- *Liability, Confidentiality*
- Training consistency
- Hospital Staff Turf concerns
- When to yield
- Scheduling & coverage
- Message consistency

# WIC Hurdles

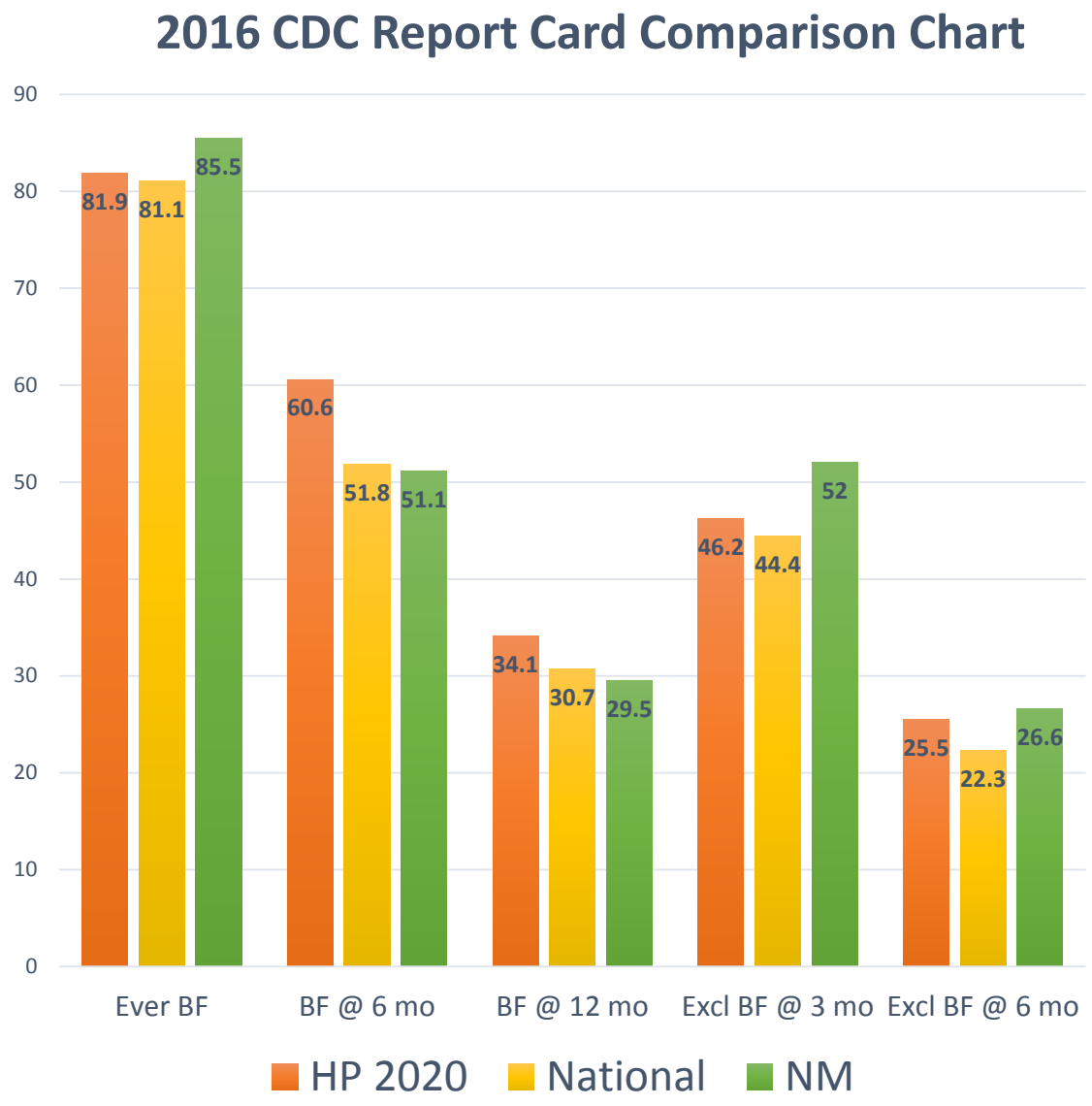


- WIC staff buy-in (extra duty)
- WIC caseload ↑ and Staff training more pressing
- Scheduling (finding time to meet monthly)
- Lack of Communication between WIC, BPC, & Hospital)
  - Supervision confusion
  - Consistent message
- Loss of experienced BPCs to Hospital Project

# TIPS

- Establish clear concise written roles for BPC & Hospital
- Establish a Hospital Champion spokesperson to assist other hospitals and advocate for hospital BPC project expansion.
- Provide guidelines of “When to Yield” (BPCs & hospital)
- Establish regular meetings between parties involved (monthly or quarterly) to maintain clear communication.
  - Face-to-Face or telephonic
- Provide BPC with:
  - Hourly log (sign in daily for accountability)
  - WIC office directory
  - WIC Income guidelines
  - Community resource list
- Establish Partnerships with Community Programs/Agencies, Breastfeeding Coalitions/Task Forces, and Medical Providers.

- ✓ EXCEEDED the national average AND Healthy People 2020 target for breastfeeding initiation (85.5%)!
- ✓ EXCEEDED the national average AND Healthy People 2020 target for exclusive breastfeeding at 3 months (52.0%)!
- ✓ EXCEEDED the national average AND Healthy People 2020 target for exclusive breastfeeding at 6 months (26.6%)!

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# Celebration Time

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USDA "Loving Support" Curriculum – 2010

# QUESTIONS

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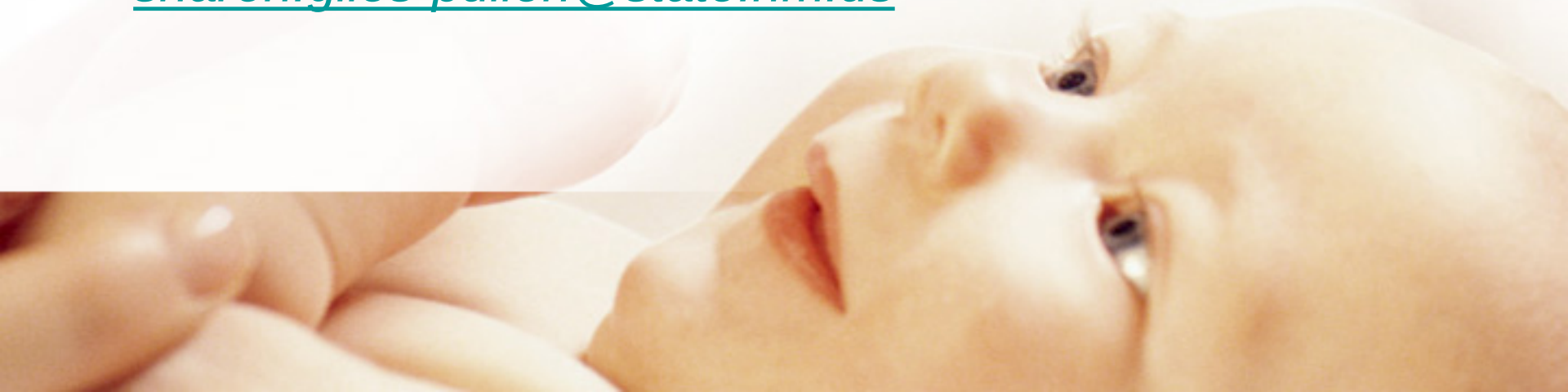
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