

Colorado WIC Breastfeeding Peer Counseling Text/Phone Model



Learning Objectives

- ✓ Why two BF PC program models?
- ✓ How does the BF PC Text/Phone program work?
- ✓ Benefits & Successes
- ✓ Challenges & Lessons Learned



Two Models

Text/Phone Model (piloted in FY14)

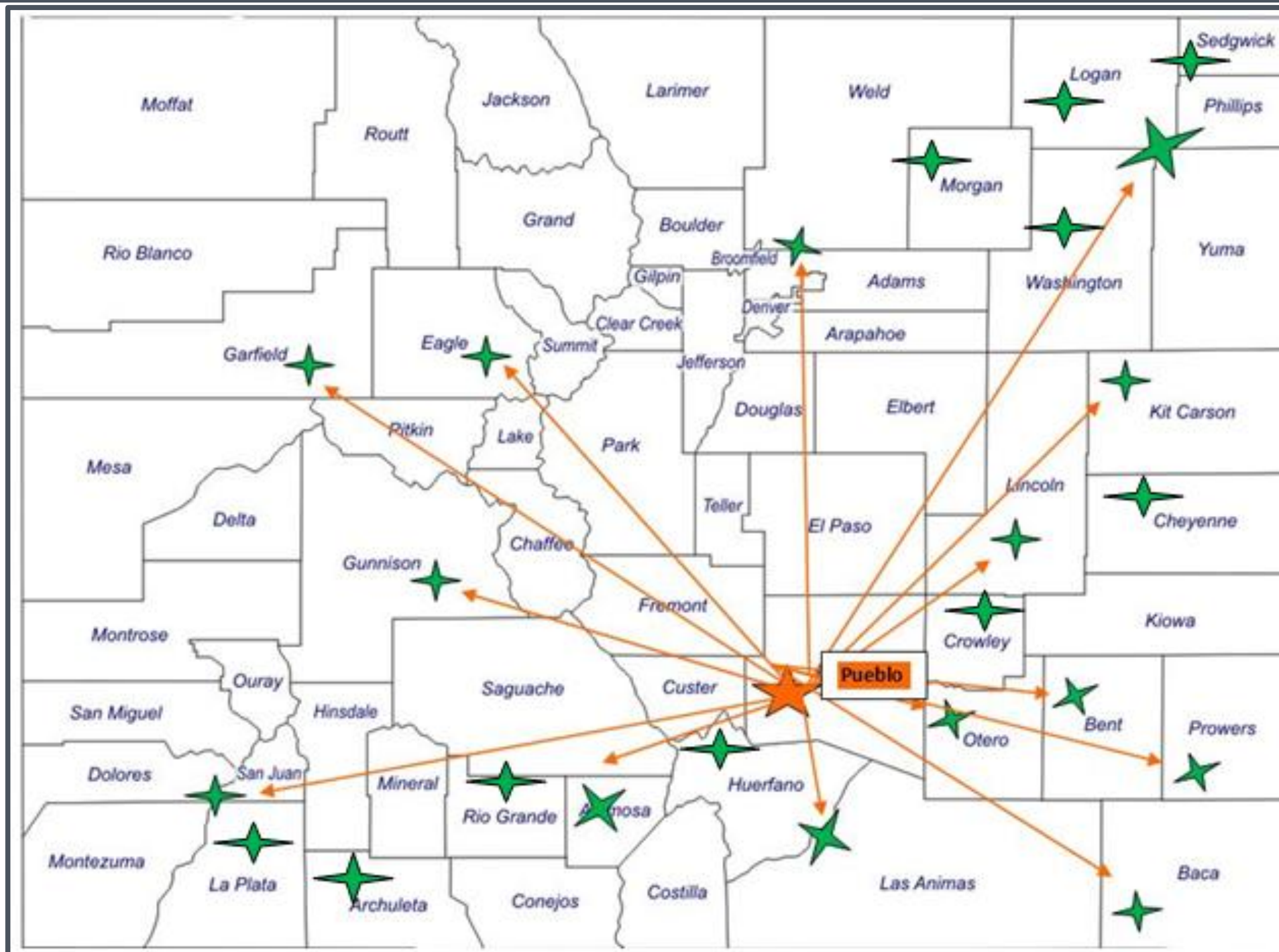
- Pueblo WIC contracts with **Educational Message Service (EMS)** to utilize a secure, online text message platform.
- Provides peer counseling support to 15 local agencies throughout the state.

Face-to-Face Model

- 8 high volume WIC agencies provide peer counseling support in-person and/or by phone/text.



Texting to Increase the Reach





Mom-to-mom breastfeeding support

Colorado WIC Breastfeeding Peer Counselor Texting/Phone Program

Receive texts about
your nutrition,
breastfeeding,
and infant
nutrition
during your
pregnancy
and after.



To enroll, text “bfmom” to 839 [redacted]

Receive mom-to-mom breastfeeding education and support by text/phone from a WIC Breastfeeding Peer Counselor. Learn more about breastfeeding and get answers to your questions. Support is available after hours and text/calls are returned within 12 hours. Community resources are provided if 1:1 breastfeeding help is needed.

Text “bfmom” to 839863 to enroll. Once you are enrolled, your Breastfeeding Peer Counselor will text you to introduce herself. Text “STOP” to cancel at anytime.



COLORADO

Prevention Services Division

Department of Public Health & Environment

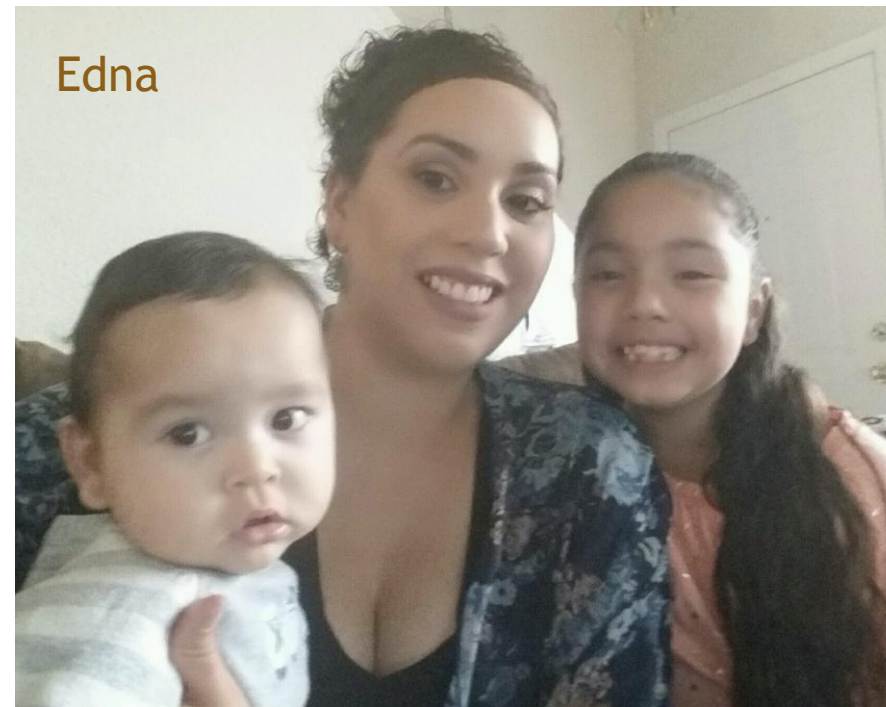
Jen



Sonja



Edna



Marya



Hannah



Amanda



How does the BF PC Text/Phone Program work?



Text support



- Text support provided via a secure, online text message platform
- Two-way texting between peer counselors and participants
- Automated prenatal & postpartum educational BF text messaging
- Language flexibility - English & Spanish tracks



The BF PC Texting Platform

0:00 0:00 Demo Public Health, I&R, WIC, Helplines, A&D, Crisis [change](#) Welcome Jonathan! [logout](#)

[Home](#) [SMS](#) [Users](#) [Groups](#) [Reminders](#) [Appointments](#) [Referrals](#) [Reports](#) [Triage](#) [Admin](#) [EMS](#)

[All](#) [Mine](#) [New](#) [Open](#) [In Progress](#) [Passed](#) [Closed](#) [Groups](#) [Opt Outs](#)

Search by phone or name

5 notifications: ☐

08-23 14:07	jonathan	XXXXXXX296	Close	Open
demo				
Talk				
06-07 12:54	jonathan	XXXXXXXX520	Close	Open
demo				
1				
06-06 12:02	jonathan	XXXXXXXX370	Close	Open
mydemo				
Got it				
06-06 10:32		XXXXXXXX682	Closed	Open
demo				
1				
05-31 12:47	iowa	XXXXXXXX226	Closed	Open
help				

< 1 2 3 >

Hi, how may I help you today?

0 characters of 160 entered ☐ referral [Send](#)

SMS for XXXXXXX296 [other](#)
August 23, 2016

Talk

14:06 Thank you for your help! Remember, if you need to talk with someone just text TALK and we will be right with you!

14:06 5

14:06 Please rate your experience 1-5 (1 is not helpful at all and 5 is very helpful)

13:41 Jonathan: Hi, I need to schedule a face to face with you or your husband. Please text back when you can.

13:30 I need to reschedule

13:21 mydemo

13:18 Hi I'm fine thank you!

13:14 Hi, my name is Jonathan! How can I help you tonight.

13:06 Thank you for texting us! We will respond soon! (Text STOP to opt out)

12:57 Demo

12:57 Stop

Hi, how may I help you today?
Canned responses are texts you use all the time during conversations. You can edit One moment while I check that for you.
We have times in the AM and PM, Which do you prefer?
Do you have some form of transportation?
I haven't heard from you in over 15 mins. I need to help others. I'm going to close yc If there's nothing else I'm going to close your case now. Please text back if you have

Select Group: [default](#) [edit](#)

▼ **Attributes**

OPEN

☐ is_blocked

☐ is_opted_out

ems_info

encounter_id: 177522

last_communication: 08-23-16 14:07 PDT

triage_timer:

name jonathan

phone XXXXXXX296

email jonathan@emsmail.org

created 01-06-08 09:22 PST

keyword(s) mydemo, silent, demo

groups mydemo, silent, demo, 1, 4, 5, 3, 2, 1 - Better, Follow up 1 week

assigned [Jonathan](#) [assign](#) [close](#) [edit](#)

▼ **Notes**

this is an example of note.

▼ **Data Markers**



Phone Support

Used to establish rapport and address breastfeeding problems.



When is it available?

- Peers are available 8 am - 10 pm, 7 days a week.
- Peers work 10 - 15 hours/week.
- On-call system.
- 12-hour turn around time to answer texts.
- Peers provide their cell phone numbers in the *Welcome Text* if there is a problem or they need to talk to someone right away.



Two Ways to Enroll



Opting Out

Participants can “Opt out” at anytime by texting “*stop*” to 839XXX.



Automated Educational Messages



Prenatal Educational Texts

Example: Prenatal (Week 14)

“Your body starts making milk at about 3 months in your pregnancy - you already have milk for your baby! This first milk is called colostrum.”



Postpartum Educational Texts

Example: Postpartum (Week 1)

“You can tell your baby is getting enough breast milk by the number of dirty diapers. They should have at least 5 wet and 4 dirty diapers a day by 5 days old.”



Prenatally - When do BF PC Contacts begin?

- Upon enrollment, peers sends a “*welcome-what to expect*” text and then calls a few days later to establish rapport.
- Weekly, automated educational texts begin upon enrollment.
- Peers text or call the participant every two weeks during the third trimester.



Postpartum - When do BF PC Contacts begin?

- Right after delivery, then weekly until 8 weeks postpartum.
- Follow-up at 3 months, 6 months, 9 months, and at 1 year postpartum the peer sends a “Happy birthday!” text.
- Participants can text the Peers any time during the first year and beyond if they stay active in the program.



Communication with Local Agencies

- Breastfeeding complications or concerns.
- LA staff can review participant's BF PC record.
- Quarterly conference calls.
- Annual surveys.



Pilot Evaluation

- *Key Findings* -

July 2015



Benefits & Successes

- ✓ Increased breastfeeding support to rural areas.
- ✓ Cost-efficient.
- ✓ Preferred communication method for participants.
- ✓ **95%** of local agency staff surveyed agreed this is valuable addition to WIC breastfeeding education and support services.
- ✓ **95%** of participants would re-enroll with a future pregnancy.
- ✓ **96%** of participants would recommend to others.



Challenges & Lessons Learned

- ✓ Cell carrier & technology issues.
- ✓ Delayed / no return responses.
- ✓ Building rapport by text.
- ✓ Ensuring clear communication with local agencies.
- ✓ Participants completing enrollment process.
- ✓ On-call rotation for peers.



“The easy and fast way to get a question answered the moment it pops up. Along with knowing it is reliable and correct information.”

- surveyed participant



Try it out!

Text “NWA” to 898211

- To opt-out, text “STOP” to incoming messages.



Because support = milk.



Questions on the BF PC Text/Phone Program?

- Erin Johnson, RD, CLC
Colorado WIC Breastfeeding Peer Counseling Program
Coordinator - erin.johnson@state.co.us
- Sonja Lindsay-Crites, IBCLC
Pueblo WIC Breastfeeding Peer Counselor Program Coordinator
lindsaycrites@co.pueblo.co.us

Questions on the texting platform?

- Educational Message Services:
info@preventionpaystext.com ; 805.653.6000

