


Evaluation of a Prenatal Breastfeeding Education and Counseling Approach

Catherine Sullivan¹, MPH, RD, IBCLC
Kathy Parry², MPH, IBCLC, LMBT
Sara Moss², MPH, RD


¹Carolina Global Breastfeeding Institute
Department of Maternal & Child Health
Gillings School of Global Public Health
University of North Carolina at Chapel Hill

²North Carolina
Division of Public Health
Nutrition Services Branch



Prenatal Breastfeeding Education

- WIC's Role in Breastfeeding Support
- Nutrition Education Requirements
- Reinforcing Breastfeeding as a Priority in the WIC Program




Breastfeeding Is Prevention

Primary prevention:
Protects healthy people from developing a disease

Secondary prevention:
Halt or slow the progress of disease after an illness or serious risk factors have already been diagnosed.

Tertiary prevention:
Helps manage complicated, long-term health problems, and prevent further physical deterioration, maximizing quality of life



Professional Organizations Agree

- 1974**
 - American Public Health Association
 - Multiple breastfeeding statements, most recently updated in 2007 and 2011
- 1989**
 - American Academy of Family Physicians
 - Updated in 2008 and 2014
- 1991**
 - American College of Nurse Midwives
 - Updated in 2004 and 2011
- 1997**
 - American Academy of Pediatrics
 - Updated in 2005 and 2012 (currently in revision)
- 1997**
 - Academy of Nutrition and Dietetics (formerly American Dietetic Association)
 - Updated in 2005 and 2009 and 2015
- 2007**
 - American Congress of Obstetricians and Gynecologists
 - Updated 2013 and 2016

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- 2000**
 - HHS Blueprint for Action on Breastfeeding
 - First comprehensive framework on breastfeeding for the Nation
- 2005**
 - The CDC Guide to Breastfeeding Interventions
 - Provides state and local community members information on breastfeeding intervention strategy. Updated in 2013.
- 2010**
 - The Joint Commission: Perinatal Care Core Measures
 - Added exclusive breast milk feeding to the Perinatal Care Core Measures
 - Mandatory implementation for hospitals with <300 births/yr starting in October 2015
- 2011**
 - The Surgeon General's Call to Action to Support Breastfeeding (SGCtA)
 - With this Call to Action, the Surgeon General seeks to make it possible for every mother who wishes to breastfeed to be able to do so by shifting how we as a nation think and talk about breastfeeding
- 2012**
 - Affordable Care Act
 - "Comprehensive lactation support and counseling, by a trained provider during pregnancy and/or in the post partum period, and costs for renting breastfeeding equipment"

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ESTIMATED COSTS ASSOCIATED WITH NOT BREASTFEEDING AMOUNT TO \$300 BILLION ANNUALLY

The Lancet Breastfeeding Series

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IMPROVING BREASTFEEDING PRACTICES
COULD SAVE MORE THAN 820,000 LIVES A YEAR

SOURCE: THE LANCET BREASTFEEDING SERIES

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WOMEN ARE 2.5 TIMES MORE LIKELY TO BREASTFEED WHERE IT IS

PROTECTED | PROMOTED | SUPPORTED

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Baby Friendly Hospital Initiative

BFHI is a global program that was launched by the World Health Organization (WHO) and the United Nations Children's Fund in 1991.


The program recognizes hospitals and birthing centers that offer an optimal level of care for infant feeding and mother/baby bonding

Requires that facilities implement the Ten Steps to Successful Breastfeeding and the International Code of Marketing of Breastmilk Substitutes.

Support for safe feeding practices for mothers who are not able to or chose not to breastfeed.

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BFUSA 2012

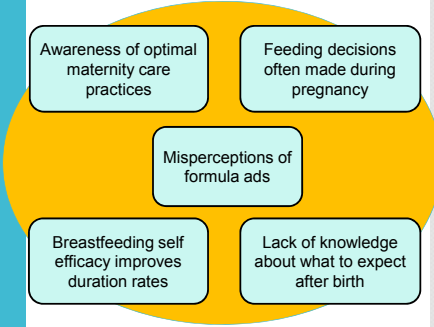


Baby Friendly Hospital Initiative

1. Breastfeeding policy
2. Skills training for staff
3. Educate pregnant women on breastfeeding
4. Immediate skin-to-skin and early initiation of breastfeeding
5. Teach how to breastfeed and hand express
6. Exclusive breastmilk feeding – no supplementation
7. Rooming In - no unnecessary separation
8. On-demand feeding – no schedules
9. No pacifiers or artificial nipples
10. Referrals to support after discharge

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Why is prenatal counseling important?



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What does BFHI Recommend to Teach?

- > Importance of Breastfeeding
- > Importance of EBF for 6 months
- > Basic Breastfeeding management

Additional Recommendations

- Non-pharmacological pain relief for labor
- Early initiation of breastfeeding and skin-to-skin
- Rooming-in on a 24 hour basis
- Feeding on cue or baby-led feeding
- Establishing optimal milk production
- Positioning and attachment
- Importance of breastfeeding beyond 6 mos.

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What does Academy of Breastfeeding Medicine Recommend to Teach?

- Ask open-ended questions in first trimester
- Include education for partners
- Address common barrier, concerns, and fears
- Encourage identification of a role model
- Encourage attendance in a breastfeeding class
- Encourage planning for returning to work/school
- Discuss resources and support
- Offer anticipatory guidance for early postpartum

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Ready, Set, BABY: Welcoming Your New Family Member

- Comprehensive curriculum
 - Patient Booklet – color, 28 pages
 - Educator Flipchart
- Ability to be scaled-up across hospital systems, prenatal clinics, health departments/WIC, etc.
- Appropriate for all – not just those planning to breastfeed
- Appropriate for low-literacy reading levels
- Online orientation for educators
- Non-commercial


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Ready, Set, BABY: Unique Structure

- Flexible delivery method: groups or individual sessions
- Suggested text for educators
- Conversational format
- Ability to tailor content to individual mother or group
- 3rd person narratives throughout
- Diverse cultural images

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Ready, Set, BABY: Evaluation



- 6 clinic sites
 - 2 in Puerto Rico, 3 in NC, 1 in Louisiana
- Participating educators were trained
 - UNC Human Research Ethics
 - 2-hour online orientation to RSB materials
- Pre- and post-questionnaires administered to mothers before and after the RSB education
- Voluntary and anonymous, verbal consent

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Outcomes of Interest



- Knowledge about optimal maternity care practices
 - Skin to Skin
 - Rooming In
 - Risks of Supplementation
- Recognition of early infant feeding cues
- Infant Feeding Intention Score
- Comfort with the idea of formula feeding
- Extent to which common concerns addressed

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Questions

Data has been removed from handouts due to pending publication.

Questions about the data?

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Ready Set Baby
Training Sessions

North Carolina Division of Public Health
Nutrition Services Branch
Sara Moss, MPH, RD



Funding

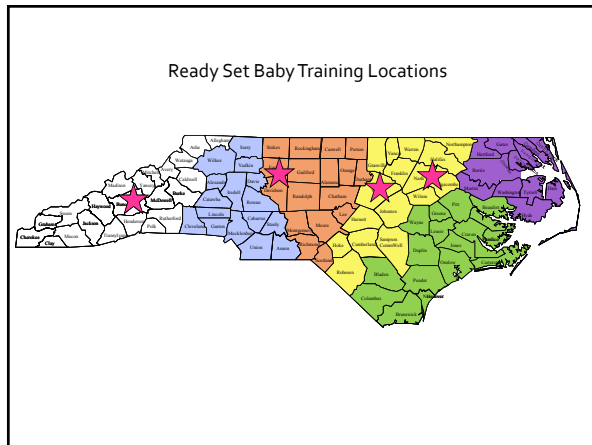
- FNS Operational Adjustment Funds
- Grant Process
- FY 2016

Collaboration



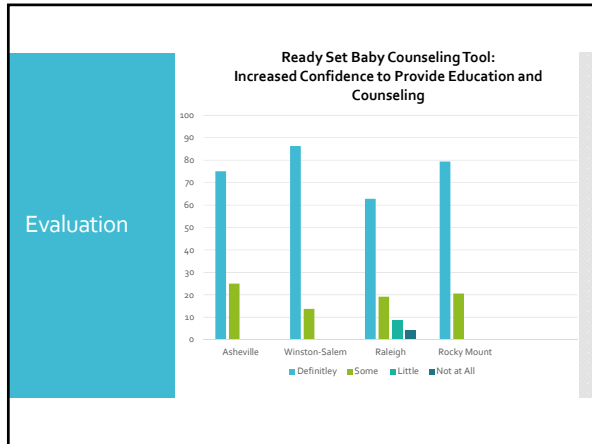
Locations

- Asheville
- Winston-Salem
- Raleigh
- Rocky Mount



Attendance

Location	Participants
Asheville	33
Winston-Salem	63
Raleigh	107
Rocky Mount	62



Evaluation

"I think visuals are important to help convey messages to our moms. I liked the diversity of the pictures and illustrations."

"The information presented was visually appealing as well as incredibly relevant to the clinic setting."

"The flip chart is an excellent source and the information is great."

"Great information was shared and I feel more motivated to educate participants."

"Yes—very informative. Looking forward to positive feedback and results from WIC moms."

"I am in love with the flip chart. I can't wait to get back home and implement all this."

- Printed Materials**
- Available to Local Agencies:
 - Ready Set Baby Flip Charts
 - Ready Set Baby Participant Guides

Summary

Successes	Lessons Learned
<ul style="list-style-type: none"> • Hands on Training • Role Playing • Materials 	<ul style="list-style-type: none"> • Advertise Early • Check your materials • Relevant Information

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Washington, D.C. 20250-9410

- **Fax:** (202) 690-7442; or
- **Email:** program.intake@usda.gov

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How Can I Get Ready, Set, BABY?

CLICK
<http://tinyurl.com/readysbaby>

PRINT
Downloadable PDFs

LISTEN
2-Part Online Orientation

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Facilitating RSB: Online Orientation

Part 1

- Creating a safe, non-judgmental environment
- Responding in difficult situations
- Logistical considerations
- Prioritizing content
- Tips for getting started

Part 2


- Content Review

Practice

- Get comfortable

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Integration Into Practice : Considerations




- Logistics of Session
- Staffing for Session
- Timing during trimesters
- Suggested for all patients or opt-in only
- Delivery of Content
- Documentation

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Implementation Guide



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Implementation Guide

- Feedback from educators about successes, challenges and recommendations for use
- Each section contains suggested questions and prompts for conversation and a worksheet

Step 1: Assess Current Environment
Step 2: Brainstorm Barriers and Support
Step 3: Plan Logistics and Sustainability
Step 4: Set Measurable Action Goals

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Questions & Discussion

Sara Moss; sara.moss@dhhs.nc.gov
Kathy Parry; kathyparry@unc.edu
Catherine Sullivan; catherine_sullivan@unc.edu

 **CLICK for RSB Materials**
<http://tinyurl.com/readysbaby>
