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

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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
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
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
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
ABSTRACT

The New Mexico WIC Breastfeeding Peer Counselor Hospital Pilot Project:

- Funded by the USDA
- Aims 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.
- 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.
## Key Findings

<table>
<thead>
<tr>
<th>Key Findings</th>
<th>March 2015 (4 months of data)</th>
<th>October 2015 (12 months of data)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total # of Hospital visits</td>
<td>532</td>
<td>1258</td>
</tr>
<tr>
<td>Average age of client</td>
<td>27 years</td>
<td>27 years</td>
</tr>
<tr>
<td>Average length of visit</td>
<td>18 minutes</td>
<td>18 minutes</td>
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<tr>
<td>% clients seen w/in 48 hrs</td>
<td>92%</td>
<td>92%</td>
</tr>
<tr>
<td>% Vaginal deliveries</td>
<td>72%</td>
<td>70%</td>
</tr>
<tr>
<td>% Breastfed before</td>
<td>42%</td>
<td>42%</td>
</tr>
<tr>
<td>Average duration breastfed before</td>
<td>7.8 months</td>
<td>8.2 months</td>
</tr>
<tr>
<td>% already on WIC</td>
<td>46%</td>
<td>47%</td>
</tr>
<tr>
<td>% referred to WIC (of moms not on WIC)</td>
<td>66%</td>
<td>61%</td>
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### TOP 5 Topics Discussed

1. Community Resources
2. Latch/Position
3. Hand Expression
4. Milk Supply
5. Feeding Cues

1. Community Resources
2. Latch/Position
3. Feeding Cues
4. Hand Expression
5. Milk Supply
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
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%)!

New Mexico WIC Program

is recognized with the

**Gold Premiere**

WIC Loving Support Award of Excellence

for Exemplary Breastfeeding Support and Practices

**loving support.**

ADMINISTRATOR USDA Food and Nutrition Service

1/1/2016

**USDA**

Gold Premiere
WIC Loving Support
Award of Excellence
for Exemplary Breastfeeding and Support Practices

2016
References


Baby-Friendly USA, Inc, www.babyfriendlyusa.org


Health People, 2020; Centers for Disease Control (CDC)’s “Breastfeeding Report Card – United States, 2014” (2008 data)


USDA “Loving Support” Curriculum – 2010
QUESTIONS

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