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 83986. Once you are enrolled, your Breastfeeding Peer Counselor will text you to introduce herself. Text "STOP" to cancel at anytime.
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
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
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.”
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?

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Questions on the texting platform?

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