

Increasing Breastfeeding Success: Why it Matters & What the Research Shows



Physician Lactation Education Collaborative of Washington, a project of the Breastfeeding Coalition of Washington State

Bi-monthly State Breastfeeding Coalition Teleconference 4.14.09

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Original Curriculum Format

- Evidence-based curriculum based on “Ten Steps”
 - 1hr lunch-time presentation
- Provided food & drinks
- Provided packets w/ key research studies, policies, etc.
- Completed 6 pilots of standard curriculum at 5 sites (hospitals & clinics)



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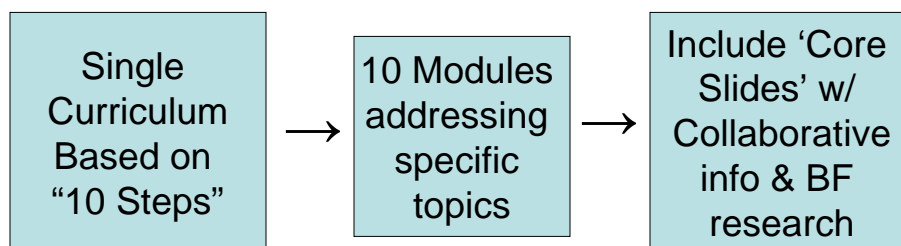
Scheduling Protocol

- Contact targeted sites
- Assessment Questionnaire
- Schedule presenter (MD w/ lactation expertise)
- Provide AV & educational materials, handouts, food (sometimes)



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“More Specific Information”



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Module Components

- PowerPoint with slide notes
 - Purpose & learning objectives
 - Ethnically diverse photos
- Outline
- Discussion Questions
- Bibliography (evidence-based research)
- Recommendations for obtaining hands-on lactation experience
- Peer-review



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Other important details...

- **Author Contract:** Obligation, fee, termination, intellectual property
- **Editorial Committee:** people with writing/editing experience
 - ensured an IBCLC reviewed content



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Piloting in Eastern Washington

Outcomes

- 41 participants; 31% MD's
- 3 modules in 3 hospitals
- 80% increase in confidence
- Significant need in area
- Learned about resources



Photo: www.twofloridadocs.com

Fall 2006-2007

- No funding in fall '06
- April '07 DOH funding
- July '07 WithinReach funding

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Pilot Results: 2006 - 2007

Feedback from Presenters

- Survey Monkey free at www.surveymonkey.com
- Evaluation Questions (likert scale; 0-4)
 - Enough info provided to feel prepared?
 - Power Point flow
 - Individual slides
 - Helpful slide notes
 - Adequate research
 - Photos & graphics
- Specific Comments
 - Any unnecessary materials
 - Discussion questions
 - What other ways can the presentation be improved?

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Pilot Results: 2006 - Early 2007

Feedback from Participants

- Hard Copy Survey
 - Completed immediately after presentation
- Evaluation Questions (likert scale; 0-4)
 - Was it worth the time?
 - Recommend to physicians & other health care providers?
 - Provided new information?
 - Handouts complimented presentation?
- Additional Information:
 - Suggestions for improving training
 - Interested in becoming involved in project

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Presentation Topics

Controversies in Parenting Advice
How to Increase Breastfeeding Success
Multicultural Aspects of Breastfeeding
Immunology of Human Lactation
Breast Pain
Blood Glucose in the Breastfed Neonate
Insufficient Weight Gain: Is It Intake or Supply?
Breastfeeding the Near Term & Supposedly Near Term Infant
A Closer Look at Latch
Medications & Breastfeeding

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Physician Lactation Education Collaborative Funding 2004 - October 2008

Funders	2004	2005	2006	2007	2008	Totals
PHS&KC WIC	\$5,083	\$6,724	\$9,621			\$21,428
DOH WIC	\$1,000	\$1,000		\$4,326	\$15,000	\$21,326
Medela	\$1,500					\$1,500
PH Steps*		\$9,756				\$9,756
OWH 10			\$2,499			\$2,499
WithinReach				\$7,104		\$9,756
In-kind**	Priceless!					
Total	\$7,583	\$17,480	\$12,120	\$11,430	\$15,000	\$66,265

* This includes \$2,000 from initial grant application and a \$7,756 "mini-grant"

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Successes!

- Increase understanding of bf at large hospitals
- Relationship building
- Commitment to project / physician education strengthened
- Increase interest & excitement from physicians, hospitals, breastfeeding coalition & other states!
- Systems and protocol changes occurred



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Recommendations

- Increase stakeholder investment; establish broad based support; recruit a variety of professionals, esp physicians
- Utilize Project Coordinator (committed vol or funded)
- Plan for adequate time for editing/feedback; and unanticipated conflicts w/ people's personal lives
- Value and appreciate members input and perspectives
- Diversify funding; take what you can get (within reason)

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Since the 10/1/08 Launch & Future Considerations

- The two CD set is \$23 for out of state orders. Includes tips about how to organize presentations.
- Continuing Education Credit: (Not included). Possible in individual states/institutions.
- Implementing on-line use for wider audience.
- MPH student or other for follow up and evaluation.

To stay up to date on this project and to order your copy:

www.breastfeedingwa.org

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