

# Step 3

How to Meet Breastfeeding Prenatal Education Requirements



- No conflict of interest to disclose
- No commercial interest to disclose
- No financial relationships to disclose

This activity is jointly provided by Hannibal Regional Healthcare System – Department of Organizational Learning, Missouri Department of Health and Senior Services and the Missouri Breast Feeding Coalition.

## Step 3: Inform all pregnant women about the benefits and management of breastfeeding.



Guideline: (with an affiliated prenatal clinic)

- Education about breastfeeding, including individual counseling, should be made available to pregnant women for whom the facility or its associated clinics provide prenatal care. Education should begin in the first trimester.
- Evaluation: Individual counseling or group education on breastfeeding is given to at least 80% of women

## Criteria

**Guideline: The education will include:**

- Non-pharmacologic pain relief for labor
- Skin-to-skin
- Early initiation
- Rooming-in
- Feeding on Demand
- Frequent feeding for optimal milk production
- Effective positioning and attachment
- Exclusive breastfeeding for 6 months

**Evaluation:**

- 80% confirm that a staff member has talked to them or offered a group talk that includes information on breastfeeding
- 80% are able to adequately describe what was discussed about two of the topics.
- Annual assessment: must pass on all areas.



## How?

- Physicians as breastfeeding champions
- Administration buy-in and support
- Educate staff
  - Staff Meetings
  - In-service trainings
- Collaborate with nonaffiliated prenatal clinics.
- Breastfeeding Peer Counselor



## Round 1

Score: 0

Stabilize Temperature	Facilitate 1 <sup>st</sup> Breastfeeding
Stabilize Breathing	Mom/Baby Bonding
Stabilize Heart Rate	
Stabilize Glucose	

Begin

## Resources



- ❏ WIC
  - Same message, presence, referrals
- ❏ Breastfeeding Peer Counselor in clinic
- ❏ Benefits of Breastfeeding brochure
  - Given at first appointment
- ❏ 10 Steps to Baby-Friendly Care
  - Book in each exam room
- ❏ Breastfeeding Video available in exam room
- ❏ Handouts
- ❏ Do you have an app for that?
- ❏ Breastfeeding Classes or one-on-one education
  - Grants for incentives including breastfeeding pillows and cover-ups
- ❏ Others?

## Management and Documentation

RN Documentation

## Management and Documentation

Physician Documentation

## Interviews and Audits

- ❏ Baby-Friendly will interview moms to see if the criteria have been met (not just audit charts).
- ❏ Audits help track progress.



## Maintaining Step 3

- ❏ Continue to train new staff members
- ❏ Ensure that staff members are continuing to provide education to patients
- ❏ Get the word out on available resources
- ❏ Refer patients prenatally to LC if needed
- ❏ Annual surveys of patients
  - Baby-Friendly assigns specific quality improvement steps annually
  - Don't wait until the last minute
  - Involve staff
  - Use as an opportunity to connect with families
  - Develop own process to audit progress

## Examples



- Manual/Check List Orientation**
- I. History and Description
    - A. Baby-Friendly Trustable video: A Tale of Two Births
    - B. 2016 Description
    - C. 10 Steps of Successful Breastfeeding
    - D. Step 3: Staff Management: Overview about the benefits and management of breastfeeding
  - II. Baby-Friendly International Certification
    - A. Description of Program
    - B. Benefits of Breastfeeding
    - C. Breastfeeding Checklist
    - D. How to Stay
    - E. Role of Implementation
    - F. Nursing in
    - G. Breastfeeding and Lactation
    - H. Breastfeeding and Lactation
  - III. What are the Baby-Friendly Birth Experience Look Like?
  - IV. Breastfeeding
  - V. Medication and Mother's Milk
  - VI. Policy
    - A. Baby-Friendly Steps
    - B. Considerations for Breastfeeding
  - VII. Resources Available
    - A. Breastfeeding Classes
      - C. Components that this is an expectation
    - B. Baby Care
      - A. Baby-Friendly Handbook
      - B. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - C. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - D. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - E. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - F. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - G. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - H. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - I. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - J. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - K. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - L. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - M. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - N. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - O. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - P. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - Q. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - R. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - S. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - T. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - U. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - V. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - W. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - X. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - Y. 10 Steps to Baby-Friendly Care Book in English and Spanish
      - Z. 10 Steps to Baby-Friendly Care Book in English and Spanish

## Discussion

### Other suggestions?

- How to generate buy-in from clinic staff?
- Other resources that have worked well?
- What barriers is your hospital facing implementing this practice?

### Questions?

