In the Right Place at the Right Time
A Lactation Support Program in Pago Pago

Josie Lam Yuen, VP Quality & Safety
LBJ
Lactation Support Program for LBJ

- The goal of this project is to design and implement a Lactation Support Program for Lyndon B. Johnson Tropical Medical Center (LBJ).
- There are over 700 employees at LBJ, with approximately a third of them within child-bearing years.
- There is no Lactation Support Program currently at this organization. It has been discussed as a service that is desired, but has had no forward movement, or development until now.
- Breastfeeding barriers include lack of workplace support, a private place to pump milk, and even non-supportive coworkers.
- Transformational leadership, having both the leaders and followers join together in a common goal or vision, is our theory of choice.
- With commitment and vision, we would like to empower and engage the Staff at LBJ Hospital, and the community of Pago Pago in American Samoa, to assist in reducing the barriers to breastfeeding among employees and patients who have given birth there.
- Our decision-making model will be a nursing model, with the addition of objectives, to keep us "on target."
- We will use an evidence based approach, using established sources of evidence in the breastfeeding specialty, which will support our clinical interventions, as well as our teaching strategies.

Communication Strategy

Communication and teaching strategies will be changed to fit each target audience, as there will be many different groups throughout the hospital. Obtaining feedback will be an ongoing process.

LBJ Lactation Support Advisory Committee
- Mike Gerstenberger, CEO
- Simamao Tuatoo, CNO
- Malama Masanai, Manager of OB Services
- Charge Nurse- Day and Night Shifts
- Staff Representatives
- Human Resources Director
- Nursing Educator
- Employee Health Director
- Josie LamYuen, Patient Quality & Safety Director
- Deb Trankel, Lactation Support Program Consultant
**Benefits of Breastfeeding**

**For Moms and Babies**
- Breastfed babies have a higher IQ, cognitive development and improved visual acuity
- Decreased ENT infections, respiratory infections, allergies and asthma.
- Babies are less likely to experience childhood obesity, diabetes, heart disease, leukemia and lymphoma.
- Increased bonding, emotional stability for baby. Increased self-calming ability measured in 2 year old toddlers.
- Moms who breastfeed lose less blood in postpartum period, and also decreased menses while BF.
- Breastfeeding helps moms return to pre-pregnant weight more quickly.
- Postpartum depression is experienced less by breastfeeding moms.

**Society and Environment**
- Breast milk is perfectly packaged, always the right mixture, the right temperature, can't be forgotten at home, and leaves no pollution. It is also age – specific.
- Society benefits with decreased healthcare costs.
- Employers benefit as moms miss less work due to sick babies.
- Mankind is unable to duplicate it, even with all our advanced technology.
- Breast milk has the perfect kinds of nutrients, and in perfectly balanced amounts (which is great for moms, there is no measuring or calculating, or preparing).

**Primary Benefits of the Lactation Support Program in Pago Pago:**
- Implementation of Lactation Support Program: Staff and Community Education, & Employee Program @ LBJ
- Community Outreach
  - Establishment of AS Breastfeeding Coalition: Partners~ LBJ, Clinics, DOH, WIC, Samoan Affairs, Dept of Youth’s and Women’s Affairs, Dieticians, OB’s and Pediatricians, Media personalities, TV and radio, and a comedian. Executives, Directors, Managers, Chiefs, and Churches, EMS and Police Department.
- Additional benefits included private LC consults for employees, LC rounds with nurses, translation of BF materials, on-the-spot complimentary education and materials. Materials and supplies were gifted/donated.
...WIC works by building a Breastfeeding-Friendly Community through creating valuable partnerships...

**Health-Related Professionals and Organizations**
- Hospital personnel
- Pediatric practices
- OB/GYN offices
- WIC clinics and program staff
- Lactation consultants, nurse managers and administrators
- HMOs or major health insurance companies
- Local chapters of the American Academy of Family Physicians, American College of Obstetrics & Gynecology and American Academy of Pediatrics

**Business**
- Childcare centers
- Breast pump vendors
- Health Departments
- Retail stores
- Supermarkets
- Workplaces that employ large numbers of the WIC audience
- Local media groups such as radio, newspapers and television

**Community**
- Community support groups addressing diverse needs
- Faith-based groups
- Extension programs
- Child care programs
- Women’s service groups
- Colleges and Universities
- Representatives from health initiatives/task force

...putting ideas for building Breastfeeding Partnerships into action...

**BUSINESS**
1. Implement “Breastfeeding Welcome Here” programs at worksites and child care centers; provide information and resources to get them started.
2. Award “certificates of recognition” for local businesses, community groups, worksites and advocates who have done something special to support breastfeeding.
3. Create a “Working and Breastfeeding” kit for distribution by businesses.
4. Start a breastfeeding follow-up support program for new moms.
5. Target outreach efforts to insurance companies promoting breastfeeding support.
6. Ask breast pump company representatives to donate pumps to local worksites.
7. Create a breastfeeding calendar complete with tips and real-life experiences. Distribute to local businesses.

**COMMUNITY**
1. Supply breastfeeding training and information to child care sites.
2. Sponsor a breastfeeding information booth at a community or state health fair.
3. Create a PSA to air on a local cable channel or radio station.
4. Fund a Loving Support billboard in your area.
5. Solicit a prominent local figure to act as a breastfeeding spokesperson and schedule community speaking engagements.
6. Develop a breastfeeding video loop. Market the video to health centers, clinics, hospital waiting rooms, restaurants and retail stores.
7. Form a “breastfeeding assistance call” image flow chart” adaptable for various settings such as WIC clinics, hospitals and pediatric groups.
8. Start a recognition program for local community groups who are supportive of breastfeeding.
9. Create paper tray liners with breastfeeding-friendly messages to market to area fast food restaurants.
10. Visit local support groups or clubs for working, teenage and/or new moms.
11. Network with various women’s service organizations such as Junior League, hospital auxiliary and alumni associations.

**HEALTH-RELATED PROFESSIONALS AND ORGANIZATIONS**
1. Write a column about breastfeeding for a hospital newsletter.
2. Conduct a survey of “Best Practice” policies at local hospitals and implement an annual award.
3. Ask a lactation consultant to serve as the breastfeeding expert for area physicians’ offices.
4. Become a resource speaker with expertise in breastfeeding and present to hospital administrators.
5. Provide in-service breastfeeding training to hospital labor & delivery, postpartum and neonatal nursery staff.
6. Distribute breastfeeding reference resources to health care providers.
7. Send gift baskets to local physicians. Include creative breastfeeding resources and slogans.
8. Provide “Lunch and Learn” trainings for health department staff and local health care providers.
9. Implement staff recognition programs for participating local health agencies.
10. Provide in-service trainings for Early Head Start and Healthy Beginnings program staff.
11. Promote continued breastfeeding education training for local WIC staff including Loving Support campaign orientation.
12. Arrange to speak to a college or university dietetics, nursing, public health or medical class.
Educational Materials Provided

- 6 Booklets, including 2 translated, from Healthy Mothers Healthy Babies
- 10 WIC Brochures
- 6 CDC Booklets and Brochures
- 3 DOH brochures + 26 others
- 15 handouts from USBC
- 3 handouts and 4 brochures from LaLeche League
- Over 50 web links to breastfeeding resources
- Power Points on Breastfeeding, Baby Friendly, Coalition Building and Grant writing and Funding. (Sent soft copy and downloaded also to flash drive.)
- 20+ Coalition handouts and resources.
- 6 Research data and materials, such as mPINC report, and benchmarking and quality improvement data
- HRSA Evidence Based Practice Breastfeeding Book
- Employee’s Guide to Breastfeeding Booklet- HRSA
- 8 posters and a calendar for breastfeeding room, along with crayons and breastfeeding color pages for siblings
- 8 DVDs

Other contributions included:
- Props for teaching such as pillow breast and tear away pads with latch and positioning. Belly balls to teach and demonstrate how small babies stomach is.
- Prizes for some of the classes.
- An arm chair for the nursery/NICU so Moms are safer and have better breastfeeding positioning.
- Brochure racks to hold the written materials.
- Dry erase and cork board for breastfeeding room to write schedule of users, as well as post contact info for lactation support, and up-coming breastfeeding events or classes.
- Coalition needs survey turned in with contact list and new officers to USBC, and request for and recommendations for $25K grant for LC training and certification of ~20 women in diverse positions in healthcare community to sustain project.
- Dinner at the Tradewinds Hotel for 1st Coalition meeting, and Luncheon for Intro to Coalition meeting.
- Pens, notepads and Magnets... none with formula advertising!
Classes and presentations touched 424+ lives. Countless numbers will hear or see the TV, radio, and billboard messages.

Execs: 17
Hospital staff: 128
Clinic staff: 47
EMS staff: ~40
Police personnel: 7
Samoan NFL players: 6
WIC: 62
DOH:49
MD’s: 7
Sewing Class: 12
Dads and Grandmas: 14
Youth’s and Women’s Affairs: 2
Chiefs/Government Officials: 3
TV shows: 2 + Grand opening coverage.
Radio Shows: 1 live, 4 taped + coverage.
Billboards: Countless
Dieticians: 4
Social workers: 4
Patients: 22
Churches: 5 Congregations

Right: Dr. Leda- CMO, Joseph Fleming- CEO, and Josephine LamYuen, VP Quality and Safety in front of the Breastfeeding Room.
First Responders Classes- EMS’s and Police Department
State Coalitions Webinar

[talanei.com](http://www.talanei.com) News & More For American Samoa

[News Article](http://www.talanei.com/news/Lactation-Room-opened-at-LBJ-Hospital.html)

Lactation Room opened at LBJ Hospital

The LBJ hospital has a room where mothers can go to breastfeed their babies.

The room, located on the first floor, is available 24/7 to all patients and employees at the hospital.

The lactation room is dedicated to breastfeeding mothers and offers a private and convenient place for mothers to breastfeed their babies.

The room is equipped with a comfortable chair, a refrigerator for storing breast milk, and a sink for cleaning equipment.

The hospital staff and visitors are encouraged to support breastfeeding mothers by respecting their privacy and providing a comfortable environment for breastfeeding.

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Project successes

• AONE Competencies were met.
• Team building within LBJ at organizational level: diversity of staff, trust and loyalty to leaders who support Breastfeeding initiatives.
• Communication: Embracing of Senior Hospital, Community, and Government Leaders for support
• Addition of new services offered to employees and patients, and staff were trained. Promotion of professional development, nursing practice, use of research and evidence based practice.
• Empowerment of local Community, giving Samoa a voice at the national level @ United States Breastfeeding Committee.
• Collaborating with all staff, and educating RN’s and MD’s to implement practice changes.
• Outreach: Media relationship with TV and radio. Advertising breastfeeding, creating billboards.
• Translation of materials, which will be shared nationally and in Hawaii, to also be submitted to ILCA.
• Breastfeeding success stories.