Continuity of Care Connections Community Team
Sample Script for Resource Contact

(Contact community resource – speak with the director or other individual responsible for maternal education. Be sure to introduce yourself and your purpose. Record the key contact for the resource and contact information if not already known.)

Hello,

My name is [NAME] and I am a member of a community team working with the Kansas Breastfeeding Coalition. We are working with the United States Breastfeeding Committee (USBC) and the National Initiative for Children's Health Care Quality (NICHQ) to help facilities participating in the Best Fed Beginnings (BFB) project with community connections for prenatal education and post-discharge care, to support implementation of Steps 3 and 10 of the Ten Steps to Successful Breastfeeding. Wesley Medical Center is a facility in our community participating in the Best Fed Beginnings project.

Do you have a moment for me to talk with you about our project focus and speak with you about what breastfeeding education and support you may already be providing?

Our team’s focus is to determine (assess) prenatal and postpartum breastfeeding education and support within our community; and to facilitate and foster reliable and actionable connections between hospitals and community resources, to ultimately develop systems that ensure continuity of care.

Can you share with me what breastfeeding education and services you are currently providing?

(In your conversation, note if these specific education/support points are provided by the resource – please DO NOT QUIZ the resource, or provide critique or judgment if they are not providing any of the following):

- Importance of exclusive breastfeeding.
- Non-pharmacologic pain relief methods for labor.
- Importance of early skin-to-skin contact and early initiation of breastfeeding.
- Rooming-in on a 24 hour basis.
- Feeding on demand or baby-led feeding.
- Frequent feeding to help assure optimal milk production.
- Effective positioning and attachment.
- Exclusive Feeding for the first six months.
- Importance of breastfeeding after six months when other foods are given.
- Is education available to non-English speaking or non-English literate families?
- Is education provided regarding a mother’s return to work?
- Are the breastfeeding services provided to low income families?
- Are breastfeeding services racial/ethnic and culturally appropriate?

Conclude your conversation by asking if the resource would be open to receiving information about breastfeeding and partnering to connect resources to provide continuity of care on our community; as this project moves forward. Also, inquire if they would be willing to share any pamphlets or educational materials they provide about breastfeeding education and support to our team.