Physician Engagement and Training Focused on Breastfeeding Project

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December 10, 2019

TODAY’S AGENDA

• Brief overview of the organization
• Discuss various AAP entities
• Discuss AAP Breastfeeding Initiatives
• Past Project Deliverables/ Project Recap
• Current 2019-2020 Project Deliverables
AMERICAN ACADEMY OF PEDIATRICS

• Founded in 1930
• Professional membership organization of pediatricians and pediatric subspecialists
• Mission Statement:
  – To attain optimal physical, mental, and social health and well-being for all infants, children, adolescents, and young adults. To accomplish this mission, the AAP shall support the professional needs of its members.

THE AAP TODAY

67,000 members • 66 state/local chapters •
23 national committees • 52 sections • 13 councils
4 Task Forces • 500 staff - Illinois and Washington DC
Physician Engagement and Training Focused on Breastfeeding Project

- 59 chapters in the United States
- 7 chapters in Canada
- 10 Districts

Two chapters serve pediatricians in the uniformed services.

AAP COMPETENCIES

Priority

Research  |  Education  |  Practice  |  Advocacy  |  Policy
AAP Breastfeeding Initiatives:
The American Academy of Pediatrics is helping to ensure that every baby is born into an environment that is supportive of breastfeeding.

SECTION ON BREASTFEEDING (SOBr)
Established in 2002, the SOBr...

500 Members
- Pediatricians
- Pediatric Nurse Practitioners
- Pediatric Physician Assistants

Executive Committee
- 6 Elected Members
- 3 Appointed Sub-Committee Chairs (Policy; Education and CBC)

78 Chapter Breastfeeding Coordinators (CBC)

CBC Steering Committee
- 6 Person Committee
THE SECTION ON BREASTFEEDING’S MISSION

To equip pediatricians with education, policy and advocacy resources to support optimal breastfeeding practices and environments.

SECTION ON BREASTFEEDING PRIORITIZED OBJECTIVES

• Promote Breastfeeding
  – Develop and deliver consistent messaging (speak with one voice)

• Enhance pediatrician role in breastfeeding support
  – Develop and disseminate evidence-based clinical information
  – Develop and distribute educational programs and resources for pediatricians and trainees

• Enhance SOBr
  – Grow and sustain section membership and member engagement
**SECTION ON BREASTFEEDING ACTIVITIES**

- AAP Policy Statement *Breastfeeding and the Use of Human Milk*, 2012 (Under revision)
- AAP Clinical Report on *Safe Sleep and Skin-to-Skin Care in the Neonatal Period for Healthy Term Newborns, 2016*
- Breastfeeding Support Books and Publications:
  - New Mother’s Guide to Breastfeeding – 3rd edition now available
  - Breastfeeding Handbook for Physicians – 3rd edition under revision
  - Breastfeeding Telephone Triage and Advice
- Breastfeeding Legislation efforts at the Federal and Local levels
- Breastfeeding and Lactation: The Pediatrician’s Guide to Coding
- Education via the AAP National Conference and PediaLink
- AAP Breastfeeding Residency Curriculum

**AAP & CDC COLLABORATIVES**

- Solid Organizational Partnership over 20 years
- 1993: CDC convened a meeting with AAP, AAFP, AMA and other groups providing advice on childhood immunization. As a result, the Advisory Committee of Immunization Practices (ACIP) and the AAP Committee on Infectious Diseases agreed to develop one simple schedule and format for routine childhood immunizations.
AAP/CDC COLLABORATIVES

- Topics include:
  - Immunizations
  - School health
  - Hearing screening
  - Obesity prevention
  - Oral Health
  - Developmental disabilities
  - Influenza preparedness
  - Global child health
  - Birth defect prevention
  - Fetal alcohol spectrum disorder

PHYSICIAN EDUCATION AND TRAINING: BACKGROUND

- Significant deficits related to breastfeeding knowledge and clinical management
  - Freed, et al.: >30% practicing physicians chose incorrect clinical advice for mothers with low milk supply

- Feel breastfeeding-related training in residency was inadequate
  - Eden, et al.: 43% of pediatric residency program directors believed breastfeeding education provided to their residents either needed improvement or was inadequate

- Younger pediatricians were less confident than older pediatricians in managing breastfeeding problems
  - Feldman-Winter, et al: 78% of younger pediatricians felt less confident in their ability to manage common breastfeeding problems


**Physician Engagement and Training Focused on Breastfeeding Project**

- Cooperative Agreement funded by the CDC, Office for State, Tribal, Local, and Territorial Support (OSTLTS), Division of Nutrition, Physical Activity, and Obesity
- Prevention and Public Health Fund†
  - Established by the Affordable Care Act
  - **Aim:**
    - To provide expanded and sustained national investments in prevention and public health
    - To improve health outcomes
    - To enhance health care quality

† [http://www.hhs.gov/open/prevention/#](http://www.hhs.gov/open/prevention/#)

**Project Goals:**

- Engage physicians and stakeholders to develop recommendations and strategies.
- Provide recommendations on training and educational needs to build capacity of medical practitioners.
- Support the safe implementation of evidence based breastfeeding practices.
**Physician Engagement and Training Focused on Breastfeeding Project**

- **Year 1 Primary Deliverable:** Development of a comprehensive action plan with strategies and recommendations for:
  - Gaps in breastfeeding related education and training
  - Educational and training needs necessary to support breastfeeding and reduce disparities in breastfeeding rates

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**Physician Engagement and Training Focused on Breastfeeding Project**

- USBC Physician Education & Training Constellation
  - *(Incubation Stage)*
  - *Steward: American Academy of Pediatrics*
- A Constellation is an action-focused work team populated by interested member and partner organizations.
PHYSICIAN ENGAGEMENT AND TRAINING
FOCUSED ON BREASTFEEDING PROJECT

• AAP partnership with USBC for backbone support
  – Existing infrastructure to engage and collaborate with relevant stakeholders
  – Effective new Strategic Framework puts into practice the principles of collaboration using the Collective Impact approach
  – Virtual learning communities
  – Strategy/Meeting Design and Support
  – Added value!

PHYSICIAN ENGAGEMENT AND TRAINING
FOCUSED ON BREASTFEEDING PROJECT

• Year 1 Project Activities
  – Established Project Advisory Committee/Physician Education Training Constellation
    ▪ Representatives possess expertise in breastfeeding medicine and have an understanding of their organization’s continuing medical education programs and physician/provider training need.
  – Organized Key Learnings Sessions and Webinar
    ▪ Safe Maternity Care Practices
    ▪ Landscape Analysis Preliminary Findings Report and Equity Sharing
    ▪ Accreditation & Training
    ▪ Landscape Analysis Final Report
    ▪ AAP Webinar – Safe Sleep, Skin-to-Skin Care and Breastfeeding Clinical Report
PHYSICIAN ENGAGEMENT AND TRAINING FOCUSED ON BREASTFEEDING PROJECT

• Year 1 Project Activities Continued
  – Completed a landscape analysis to assess the current scope of physician training on breastfeeding care and safe implementation of evidence-based breastfeeding practices in maternity care facilities.
    1. Conducted an environmental scan.
    2. Conducted key informant interviews with breastfeeding and health care provider stakeholders.
    3. Conducted a web-based physician survey.

PHYSICIAN ENGAGEMENT AND TRAINING FOCUSED ON BREASTFEEDING PROJECT

Physician Education and Training on Breastfeeding Action Plan

Includes strategies to fill breastfeeding-related education and training gaps for providers at different career points, in different settings, and in different specialties.

Available at: http://aap.org/breastfeedingactionplan
PHYSICIAN ENGAGEMENT AND TRAINING FOCUSED ON BREASTFEEDING PROJECT

Year 2 Primary Deliverable
Implement strategies identified in the action plan

PHYSICIAN ENGAGEMENT AND TRAINING FOCUSED ON BREASTFEEDING PROJECT

• Year 2 Project Activities
  – Review and prioritize components of the action plan.
  – Support processes to implement action plan within partner organizations.
  – Develop resources tailored to the needs identified in the action plan.
2018-2019 PROJECT RECAP - RESOURCES

• Statement of support for implementation of physician education throughout the education curriculum, and support for breastfeeding medical trainees.
• Model policy for support of breastfeeding medical students, residents, and fellows.
• Statement that delineate roles in breastfeeding support for the physician, lactation provider, and other health care professionals as well as how physicians might refer and or consult with them.
• Develop recommendations for an online Breastfeeding Resource Repository.
• Develop paper on 2017 Landscape Analysis of Breastfeeding-Related Physician Education in the United States.
• Breastfeeding Residency Curriculum Market Analysis and Content Recommendations

PROJECT DELIVERABLE: AAFP BREASTFEEDING & LACTATION FOR MEDICAL TRAINEES POLICY

– Design pilot project with 3-5 organizations implementing the AAFP policy
– 6-month pilot project will run next project year
PROJECT DELIVERABLE: CULTURE PLAN

• Develop a plan to create a culture of support for breastfeeding within the medical community

AAP Members: Dr Tolentino, Dr Milla, Dr Pulcini

PROJECT DELIVERABLE: POINT OF CARE RESOURCES

• Explore and identify evidence-based breastfeeding information sources for providers.

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**PROJECT DELIVERABLE: UPDATE ONLINE CURRICULUM**

- Update and expand portions of the online breastfeeding curriculum.


  **The Breastfeeding Curriculum**
  1. Medical Knowledge
     - Goals: Learners will understand the anatomy of the breast, physiology of lactogenesis, and the challenges of breastfeeding.
     - Estimated Classroom Time: 2-6 hours.
     - Suggested Teaching Materials:
       3. Lectures and case studies on infant feeding.
  2. Patient Care
     - Goals: Learners will be able to teach breastfeeding families, provide peripartum care, and address common breastfeeding challenges.
     - Estimated Classroom Time: 2-6 hours.
     - Suggested Teaching Materials:
       1. Presentation and case studies (provided in this curriculum).
       2. Clinical settings for learners to practice their education and counseling skills.
  3. System-Based Practice

**PROJECT DELIVERABLE: UNDERGRADUATE MEDICAL EDUCATION**

- Explore processes and diverse approaches to enhance undergraduate medical education for infant feeding.

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**PROJECT ADVISORY COMMITTEE/USBC PHYSICIAN EDUCATION & TRAINING CONSTELLATION PARTICIPANTS:**

- Academy of Breastfeeding Medicine
- American Academy of Family Physicians
- American Academy of Pediatrics
- American College of Obstetricians and Gynecologists
- American College of Osteopathic Pediatricians
- Association of Women's Health, Obstetric and Neonatal Nurses
- Centers for Disease Control and Prevention
- National Hispanic Medical Association
- National Medical Association
- Reaching Our Sisters Everywhere
- United States Breastfeeding Committee

**FOLLOW THIS PROJECT’S WORK**

Visit the UCBS Physician Education & Training Constellation Page: [http://www.usbreastfeeding.org/p/cm/ld/fid=432](http://www.usbreastfeeding.org/p/cm/ld/fid=432)
AAP Breastfeeding Websites

For more information about AAP Breastfeeding initiatives visit [www.aap.org/breastfeeding](http://www.aap.org/breastfeeding).

Also - Check out [www.healthychildren.org](http://www.healthychildren.org) for consumer articles and resources on breastfeeding.

Thank you! Any questions?

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