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
Kimberly Radtke, Manager, Breastfeeding Coalition of WA
kimr@withinreachwa.org ~ 206.281.8032

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)
Scheduling Protocol

- Contact targeted sites

- Assessment Questionnaire

- Schedule presenter (MD w/lactation expertise)

- Provide AV & educational materials, handouts, food (sometimes)

“More Specific Information”

- Single Curriculum Based on “10 Steps”

- 10 Modules addressing specific topics

- Include ‘Core Slides’ w/Collaborative info & BF research
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

Other important details…

**Author Contract:** Obligation, fee, termination, intellectual property

**Editorial Committee:** people with writing/editing experience
  - ensured an IBCLC reviewed content
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

Fall 2006-2007
- No funding in fall ’06
- April ’07 DOH funding
- July ’07 WithinReach funding

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?
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

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
### Physician Lactation Education Collaborative

**Funding 2004 - October 2008**

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* 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
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)

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