Pennsylvania’s EPIC B.E.S.T. Initiative

Educating Physicians In their Community

Breastfeeding Education Support & Training
Pennsylvania

- 67 counties (48 rural)
- 12.3 million people (6th largest state in US)
- 145,000 births/year (50% WIC eligible)
- 3,600 out-of-hospital births/year (most in US)
- 10% African-American (largest minority group)
- Birthing hospitals: (11 counties without)
  - 124 in 2005 and by Oct 2008 down to 112
- Rates of breastfeeding initiation among women who smoked during 3rd trimester of pregnancy increased from 35.2% to 37.8% (2004-2006)
Pennsylvania Breastfeeding Awareness and Support

PA BF Coalition
501C Non-profit

DOH BF Program
Title V MCH Block Grant funding

PA-AAP

Bureau of Health Promotion & Risk Reduction

PA Medical Society

Division of Tobacco Prevention

Local Coalition Members

PABC Members

PA BF Coalition Members

WIC
USDA funding

Medical Society

Bureau of Health Promotion & Risk Reduction

Pennsylvania Breastfeeding Awareness and Support

DOH BF Program
Title V MCH Block Grant funding

PA-AAP

Bureau of Health Promotion & Risk Reduction

PA Medical Society

Division of Tobacco Prevention

Local Coalition Members

PABC Members

PA BF Coalition Members

WIC
USDA funding
PA EPIC B.E.S.T. Initiative

- **Partners:**
  - PABC members
  - DOH BF Program

- **2009**
  - Sub-contractor PA-AAP

- **2008**
  - Existing contract with Pennsylvania Medical Society

- **2008**
  - PA-DOH, Bureau of Health Promotion and Risk Reduction, Division of Nutrition and Physical Activity
  - Division of Tobacco Prevention and Control Program

- **2008**
  - Unfunded Pennsylvania DOH, Division of Nutrition and Physical Activity grant application

- **2007**
  - Budget cuts
  - Pennsylvania DOH, Bureau of Family Health
  - BF Program RFA
  - Maternal Child Health Block Grant funds
Goal

Improve the health and well-being of Pennsylvania women and children by increasing the number of women who:

- Initiate breastfeeding
- Exclusively breastfeed for 6 months
- Continue breastfeeding for at least 1 year
Strategy

Increase the number of health care professionals who promote breastfeeding by providing evidence-based education, assistance, support and community referrals to women who are pregnant and/or interested in breastfeeding.
Objectives

At the conclusion of the presentation staff should be able to:

1. Describe the epidemiology of breastfeeding in the US
2. Implement an office policy to promote breastfeeding
3. Educate mothers who smoke about the importance of breastfeeding and tobacco cessation
4. Provide breastfeeding-specific anticipatory guidance to support mothers to successfully breastfeed
5. Assist women with breastfeeding problems, challenges, and help them utilize community resources
Ten Steps to Support Parents’ Choice to Breastfeed Their Baby

1. Make a commitment to the importance of breastfeeding.
2. Train all staff in skills necessary to support breastfeeding.
3. Inform women and families about the benefits and management of breastfeeding.
4. Assess infants during early follow-up visits.
5. Encourage mothers to breastfeed on demand.
6. Show mothers how to breastfeed and how to maintain lactation when they will be away from their babies.
7. Use appropriate anticipatory guidance that supports exclusive breastfeeding until infants are about 6 months old.
8. Support breastfeeding by providing accurate information about maternal issues.
9. Communicate support for breastfeeding in the office environment.
10. Expand the network of support for breastfeeding.

American Academy of Pediatrics, 1999, Rev. 2003
Plan

Conduct 50 trainings:

- In physician offices
  - Pediatricians
  - OB-GYN
  - Family Practice
- Grand Rounds at hospitals
- Professional staff education opportunities

- Publish *Counter Details* dedicated issue
Plan

• Develop a comprehensive curriculum for trainers
• Develop a resource manual for trainers and practices
• Research, select and purchase resources
• Secure CME and CEUs
Recruitment of Trainers
SW and SE only

- Email blast and broadcast fax
- PA-AAP E-newsletter
- Word of mouth
- Flyers circulated
- Great response
  - 10 Physicians from SW and 14 from SE
  - 6 IBCLC from SW and 14 From SE
Recruitment of Practices
SW and SE only

- Email blast and broadcast fax
- PA-AAP E-letter
- Posted on PA-AAP front web page
- Direct mailing to 1,700
- Word of mouth
- During education opportunities (Grand Rounds, staff education)
Initiation

• Conduct *Train-the-Trainer* sessions
  – one each in SW and SE
• Trainings began Feb 12
  – Team of a Physician and IBCLC for each training
Creating an Office Breastfeeding Team

What will it take to implement the ten steps into your practice?
Evaluation using the Re-AIM Model

http://www.re-aim.org

- Reach – attracts target audience
  - Expectation of meeting number of 50 trainings
  - Expectation of one doctor and one IBCLC to cover each county as trainers
    - Exceeded our goal

- Efficacy –
  - Short-term focus evaluation
    - Pre-training evaluation tool
    - Post-training evaluation tool
Evaluation

- **Adoptions** –
  - Agree to make changes
    - Assessing baseline of office at training scheduling call
      - Speaking to physician or office manager
    - Day of training
      - Inviting office staff to consider change
    - 2 week follow-up call and assessment
      - Review initial assessment
      - What steps of changes the office is considering
      - Motivational call

http://www.re-aim.org
Evaluation

• **Implementation**
  – 2 month follow-up assessment
    • Impact
    • Level of change of breastfeeding support in office

• **Maintenance**
  – 4 month assessment
    • Comparing initial with 2 and 4 month assessment
  – Considered our outcome measure

http://www.re-aim.org
To Date

- Have completed/scheduled:
  - 7 Hospital Grand Rounds
  - 24 Pediatric offices
  - 2 OB offices
  - 2 Family Practice offices

- **Counter Details** (written but not published yet)
  - Distribution:
    - 21,000 providers (MDs, PAs, CNMs)
Faculty

Primary Authors
Debra Bogen MD, FAAP, FABM
Penny Soppas MD, FAAP, IBCLC
Esther Chung MD, FAAP, MPH
Martha Kautz RNC, BS, IBCLC
Dottie Schell, BS, RN, CBC, CTAS
Iris Colón-Buchette

Contributors
Serina Gaston, M.Ed, CHES
Judith Gutowski, IBCLC
Gail Herrine MD
Kay Hoover, M.Ed, IBCLC
Barbara Layne RN
Jeanne Spencer MD, FAAFP
Suzanne Yunghans