Georgia EPIC Breastfeeding: Peer to Peer Physician Education

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Breastfeeding EPIC Program Director

History of EPIC

Georgia Chapter of the AAP
- GA Chapter AAP Program Director - Rick Ward, CAE
- Physician EPIC Director - Robert Wiskind MD
- Michelle Brenner MD
- Susan Burns RD LD
- Patterned after our Immunization Program

Funding
- Public health
- 5 year grant, renewed annually
History of EPIC

EPIC Breastfeeding Staff

- 1.6 FTE staff
- EPIC Breastfeeding Program Director
  • Trains MD’s and LC’s
  • Recruits presentations
  • Update curriculum annually
  • Markets program at conferences, etc.
- EPIC Breastfeeding Program Coordinator
  • Locates speakers for programs
  • Developed data base and compiles data
  • F/U our evaluations for 6 months

Trainers

Physicians, nurses, midwives, lactation consultants etc.

- Must be familiar with breastfeeding management
- Complete a train the trainer education module
  • Can be done with group or individual
  • Covers curriculum, set-up, maintenance of equipment, other logistics
- Trainer fee
  • MD’s - $250 plus mileage
  • CNM’s, RNP’s & PA’s - $200 plus mileage
  • LC’s, etc - $150 plus mileage
Target Areas

6 Target counties
  – Bibb
  – Chatham
  – Houston
  – Clayton
  – Lowndes
  – Muscogee

Low breastfeeding rates

Programs

• Physician led, peer to peer educational program
• MD and Lactation Specialist “team” present the program
• Target goal is 6 per month
• 1 hour program usually during lunch
• Each office receives breastfeeding resources
  – Books
  – Handouts
  – Coding information
  – List of community resources
Programs

• Attendees earn CME, CEU, CNE and CERPS
• Blastfaxes are sent to physician offices quarterly
• Goals for 2009
  – New ’09 curriculum with video clip
  – Increasing the number of OB and FP practices
  – Provide program to all PED, OB and FP residency programs in Georgia.

Curriculum

• Use evidence based standards
  – Current research
  – AAP breastfeeding policy
  – Yearly updates
• EPIC Breastfeeding Advisory Committee
  – Physicians, Lactation Consultants, State Breastfeeding Coordinator, CDC, community leaders in breastfeeding
  – Provide guidance
  – Meet quarterly to update the curriculum
Evaluation

• Sites are sent a pre and post presentation survey to assess
  – knowledge gained
  – program content
  – trainer effectiveness

• Three surveys are utilized
  1. Pre-survey assessing breastfeeding knowledge, practices and support of breastfeeding

Evaluation

• Three surveys are utilized
  2. Post presentation survey
     – Access program quality and content
     – Access knowledge gained
     – Evaluate trainer effectiveness

  3. Post survey (at 3 months)
     – Evaluation of the program
     – Changes in practice behavior
EPIC Breastfeeding Education
2009 Program Outline

Objectives:
• Educate physicians and staff on breastfeeding.
• Discuss why physicians play a critical role in a woman’s decision to breastfeed.
• Teach evidence based standards on how to encourage, promote and support breastfeeding.
• Review access to lactation support services in the community.
• Provide resources for patient education.

Course Outline: Challenges for Physicians
Realistic Expectations
Racial disparities
Benefits of breastfeeding
For mothers and babies
Risks of not breastfeeding
What is a good latch?
Positioning
Video clip of a good latch
Milk transfer
Breastfeeding in the hospital
Realistic Expectations
Prenatal Visit
Risk factors
Problem areas
Sore nipples
Mastitis
Maternal emotions
Maternal medications
Hot topics
Co-sleeping
Pacifiers
When to supplement
Contraception

Contact Information

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State Breastfeeding Coalitions Teleconference April 14, 2009
Arlene Toole, Georgia Chapter AAP