Making Strides Toward Improving Breastfeeding – One AAP Project at a Time!

Ruth Lawrence, MD, FAAP
Lori Feldman-Winter, MD, FAAP
Susan Vierczhalek, MD, FAAP

AAP Section on Breastfeeding

Your membership is your vote for the promotion, protection, and support, of breastfeeding.
AAP Section on Breastfeeding (SOBr)

- 550 pediatrician members
- 78 Chapter Breastfeeding Coordinators
- 6 person Executive Committee (elected) and 15 person Leadership Team
- 6 person Chapter Breastfeeding Coordinator Steering Committee

SOBr Activities

- AAP Policy Statement Breastfeeding and the Use of Human Milk, 2005 (under revision)
- Sample Hospital Breastfeeding Policy for Newborns
- Breastfeeding and Lactation: The Pediatrician's Guide to Coding
SOBr Activities

- Breastfeeding is the First Immunization Poster
- Breastfeeding Support Books and Publications
- Safe and Healthy Beginnings Projects
- AAP Breastfeeding Residency Curriculum
- Breastfeeding Legislation Efforts at the Federal and Local Levels
- AAP Breastfeeding Support and Promotion Speaker’s Kit (under revision)

WHO/UNICEF Ten Steps to Successful Breastfeeding

- Endorsed in August 2009.
- Original steps were endorsed with one footnote related to Step 9 “Give no artificial teats or pacifiers to breastfeeding infants.” –
  - The AAP does not support a categorical ban on pacifiers due to their role in SIDS risk reduction and their analgesic benefit during painful procedures when breastfeeding cannot provide the analgesia. Pacifier use in the hospital in the neonatal period should be limited to specific medical indications such as pain reduction, calming in a drug exposed infant etc. Mothers of healthy term breastfed infants should be instructed to delay pacifier use until breastfeeding is well-established usually about 3 - 4 weeks after birth.
Sample Breastfeeding Hospital Policy for Newborns

- Developed in collaboration with the Section on Perinatal Pediatrics.
- Educational tool that can be used to educate hospitals about what an optimal breastfeeding hospital policy should include.
- Included in the Safe and Healthy Beginnings Toolkit as well as online for no charge (see helpful links).

Breastfeeding and Lactation: The Pediatricians’ Guide to Coding

- Getting paid for providing breastfeeding care is a major barrier for physicians.
- This document discusses the following:
  - Commonly used ICD-9-CM codes
  - Options for billing the three-to-five day visit
  - Billing for extra time spent at well baby visits
  - Use of time-based coding
  - Billing for consults
  - Billing for care provided for the mother
  - Billing for allied health professional services
• Poster created to encourage breastfeeding as well as timely immunizations.

• Created in cooperation with the AAP/CDC Childhood Immunization Support Program.

AAP Breastfeeding Publications

• New Mother’s Guide to Breastfeeding (2002)
• Safe and Healthy Beginnings Toolkit
• “Breastfeeding Your Baby” Brochure
• www.aap.org/bookstore
### AAP Department of Federal Affairs

- Current main priority is Health Care Reform, but has been a significant player in breastfeeding and food safety legislation.
- The AAP SOBr has a liaison within the Department of Federal Affairs who assists the group with letters of support and advice pertaining to breastfeeding legislation.
- Learn more about AAP advocacy efforts at [http://www.aap.org/advocacy.html](http://www.aap.org/advocacy.html)
- Become a fan of the AAP Department of Federal Affairs on Facebook.

### AAP Division of State Government Affairs

- Tasked with providing assistance to AAP Chapters as they advocate for children.
- Can provide information on current state legislation.
- Knows the ins and outs of state government affairs and can provide advice on the legislative process.
- Contact state government affairs at stgov@aap.org.
Visit Our Web Site at www.aap.org/breastfeeding!

Safe and Healthy Beginnings Project

- Quality Improvement Innovation Network Project.
- Aimed to improve:
  - assessment and risk of severe hyperbilirubinemia
  - breastfeeding support
  - coordination of care in primary care practices and hospital settings.
Coming Next Year - Safe and Healthy Beginnings EQIPP Module

- Education in Quality Improvement for Pediatric Practice (EQIPP) is an online product available from the AAP to help practices implement quality improvement projects.
- Current courses cover asthma management, nutritional assessment, and immunization rates.
- Practices are required to develop aims for improvement and track their progress through data collection.
- EQIPP can be used to assist pediatricians in completing requirements for Maintenance of Certification (MOC).
- Safe and Healthy Beginnings Course will focus on improvements in breastfeeding care and hyperbilirubinemia assessment and treatment.
- Completion expected in early 2010.

SHB EQIPP Module

- EQIPP qualifies for Part 4- MOC from the American Board of Pediatrics, in addition to potential Category 1 CME credits.
- The number of credits will be dependent upon content length, which is determined during beta testing.
- EQIPP is also considered a Performance Improvement activity and therefore the user is eligible for an additional 20 Category 1 CME credits if the learner participates in the data collection activity.
- SHB EQIPP module will focus on primary care practice measures.
- Newborn nursery measures included in SHB may be introduced at a later date.
### 5 Key Clinical Activities (KCA)

- **Continue to Assess Risk for Hyperbilirubinemia**
- **Manage and Treat Hyperbilirubinemia**
- **Support Continued Breastfeeding**
  - Community support, referral, follow up, coordinating with other HCP who provide breastfeeding care
  - Reduce unnecessary formula supplementation
  - Improve cultural competency with regard to infant feeding
  - Identify timing and resources for follow up (supporting family)
- **Assess Adequacy of Breastfeeding**
  - Obtain a breastfeeding history
  - Use Checklist (includes pain, etc.)
  - Assess stage of lactogenesis
  - Document Weights
  - Determining weight pattern/velocity
- **System of Communication between Newborn Nursery and Primary Care Practice**

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The curriculum was supported by a grant from the Health Resources and Services Administration's Maternal and Child Health Bureau.
Free Curriculum Resources

- All resources organized according to the Accreditation Council for Graduate Medical Education Core Competencies.
- **Curriculum Outline** describing goals, learner objectives, and activities.
- **Curriculum Resource Guide** directing users to the best lactation study materials available.
- **Case Studies** to be used during small and large group teaching sessions with residents.
- **Prepared Presentations** about basic breastfeeding situations and problems to be used during grand rounds.
- **Implementation Strategies** used by residency programs.
- **Essential Activities and Evaluation Tools** to use with residents to teach basic skills and provide feedback.

The curriculum study was supported by the Health Resources and Services Administration’s Maternal and Child Health Bureau, the American Association of Medical Colleges and the Centers for Disease Control and Prevention.

Curriculum Pilot Study

- Curriculum was tested at 6 pilot sites and 7 comparison sites across the country.
- Major findings showed that the implementation of the residency curriculum increased the breastfeeding knowledge, practice patterns, and confidence of the residents that completed the program.
- Exclusive and overall breastfeeding rates increased at the hospitals where the curriculum was implemented.
Implementing the AAP Residency Curriculum

- Develop a core team of faculty, residents, nurse managers, and lactation personnel.
- Create a plan for faculty development.
  - Invite local or national experts to deliver grand rounds
  - Survey faculty about comfort and willingness to teach and supervise residents in the curriculum, use resident evaluation forms
  - Fund faculty to attend AAP NCE workshops and section program on breastfeeding
- Select one of the implementation plans or create your own.
- Communicate with the AAP for technical guidance.
- Provide feedback!

AAP Chapter Breastfeeding Coordinators

- Chapter Breastfeeding Coordinators (CBCs) are pediatricians appointed by their AAP Chapter President to work within the Chapter and the community on breastfeeding support and promotion.
- Grassroots liaisons from the SOBr to the state AAP Chapter and surrounding community.
- Your CBC is likely a member of your Breastfeeding Coalition. If not, ask them to join!
- There are currently CBCs in every state but South Dakota and Utah. Know a pediatrician who fits the bill? Let us know!
What Does a CBC Do?

- Disseminate information from the SOBr to pediatricians in their state through articles in Chapter, community, and hospital Newsletters.
- Serve as speakers for conferences and assist hospitals and other professional organizations to develop and expand CME offerings on breastfeeding.
- Many have participated in the Business Case for Breastfeeding.
- Help to organize and implement World Breastfeeding Week activities.
- Assist local hospitals and physician’s offices to improve their breastfeeding policies and procedures.

What Does a CBC Do?

- Advocate for breastfeeding laws and legislation at the state and local levels.
- Teach other health care professionals about best breastfeeding business practices.
- Recruit more pediatricians to become members of the Section on Breastfeeding.
- Assist health departments and others in appropriate practices for breastfeeding support during emergencies and disasters.
- Collaborate with local leaders of breastfeeding organizations (eg. LLL, ILCA, WIC, VNS, Nursing, etc.) on interdisciplinary breastfeeding initiatives.
How Can Coalitions Work With the AAP?

- Breastfeeding Coalitions and AAP Chapters share common goals. Think about projects that would meet the needs of both groups and suggest collaboration.

- Inform local residency programs of the availability of the breastfeeding residency curriculum and your willingness to assist in its implementation.
How Can Coalitions Work With the AAP?

- Use AAP materials (Sample Hospital Policy, Safe and Healthy Beginnings, Ten Steps endorsement, etc) to suggest policy change to hospital administration.
- Share disaster preparedness materials with shelters, relief groups, etc.
- Contact your local AAP Chapter for assistance or co-sponsorship on new legislation and educational activities.

Third National Conference of State/Territory/Tribal Breastfeeding Coalitions

- Join us at a break-out session and breakfast table where we will discuss how best to approach and educate physicians about breastfeeding.
- Hear from the Pennsylvania, Georgia, and Connecticut AAP Chapters about successful physician education programs.
- Learn more about the AAP’s activities and brainstorm new and unique ways to reach physicians.
Join the AAP Section on Breastfeeding (Pediatrician Fellows of the Academy only)! Membership is $35 per year for fellows or $10 per year for residents. Visit the Web site above or contact Lauren Barone at lbarone@aap.org or 800/433-9016 ext 4779 for assistance.

Helpful Links and Resources

- AAP Policy Statement Breastfeeding and the Use of Human Milk - http://aappolicy.aappublications.org/cgi/content/full/pediatrics;115/2/496
- AAP Bookstore - www.aap.org/bookstore
- AAP Breastfeeding Residency Curriculum – www.aap.org/breastfeeding/curriculum/
- EQIPP - http://www.eqipp.org/
- List of AAP Chapters and Contact Information - http://www.aap.org/member/chapters/chaplist.cfm
- AAP Quality Improvement Innovation Network - http://www.aap.org/qualityimprovement/guidelines/SHB.html#purpose
- Section on Breastfeeding Breastfeeding Support and Promotion Speaker's Kit - http://www.aap.org/breastfeeding/healthProfessionalsResourceGuide.html#speakersKit
Questions?

• Please contact Lauren Barone, MPH, Manager of Breastfeeding Initiatives at lbarone@aap.org or 847-434-4779 with questions.