Breastfeeding in the Community: Building Sustainable Projects through PSE Changes

Public Health Breastfeeding Webinar Series: Webinar 6
Monday, June 19, 2017 | 2:00-3:30pm ET
The Reducing Disparities in Breastfeeding through Peer and Professional Support project is funded by the Centers for Disease Control and Prevention, through cooperative agreement U38OT000172.

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CDC, our planners, and our presenters wish to disclose they have no financial interests or other relationships with the manufacturers of commercial products, suppliers of commercial services, or commercial supporters.

Planners have reviewed content to ensure there is no bias.
Welcome & Public Health Breastfeeding Series Recap
Harumi Reis-Reilly, MS, CNS, CHES, IBCLC

Policy, Systems, & Environmental (PSE) Changes
Nikia Fuller-Sankofa, MPH, MPA

Sustainable Systemic Change through PSE Implementation
Carol Gagliano, MA & Sharon Ross-Donaldson, LSCW, CFSW, MBA

Laying the Infrastructure for Breastfeeding PSE Shifts
Lori Riddle, RD, LDN, CLC & Carol Lawrence, PhD, MS, BSN, RNC-OB

Q & A Session
Learning Objectives

1. Define policy, system and environmental change in the context of community-level breastfeeding programs.

2. Name two PSE change strategies employed by NACCHO grantees to tackle structural barriers and address breastfeeding health inequities.

3. Identify one PSE change that your agency can employ to increase community access to breastfeeding services.
NACCHO is comprised of nearly **3,000 local health departments** across the United States. Our mission is to serve as a **leader**, **partner**, **catalyst**, and **voice** with local health departments.
NACCHO Services

- Advocacy
- Partnerships
- Funding
- Training and Education
- Networking
- Resources, Tools, and Technical Assistance
Breastfeeding Project

Breastfeeding Project

Reducing Disparities in Breastfeeding through Peer and Professional Support

The Breastfeeding Project is a cooperative agreement with the Centers for Disease Control and Prevention (CDC) to increase implementation of evidence-based and innovative breastfeeding programs, practices, and services at the community level for providing peer and professional lactation support to breastfeeding mothers in African American and underserved communities. NACCHO provided funds to 10 local health departments and community-based organizations to implement 72 demonstration projects between January 2015 and June 2016.

Project Goals

1. Increase implementation of evidence-based and innovative peer and professional breastfeeding support programs, practices, and services.

   Successes
   
   - 62,832 One-on-one encounters with pregnant and post-partum women supported by grantees
   - 3,332 Breastfeeding support groups were hosted
   - 1,500+ Hours of technical assistance provided to grantees
   - 600 Community partnerships established or enhanced
   - 150+ Lactation Service Providers trained

Grantees Enabled Community Access to Breastfeeding Support Services through provision of:

- Home & Hospital Visits
- Integration of Lactation Care into Child Welfare Services
- Virtual Support & Social Media
- Crashcarse for Strollers
- 24/7 Support via Telehealth, Texting & Warmline
- Incentives & Supplies
- Culturally Aligned Support Services
- Family Meals & Childcare
- Transportation & Shuttles
- Family Engagement

Grantee PSE Examples

Improving Breastfeeding Support Services through Policy, Systems, and Environmental (PSE) Changes

Did You Know?

- Policy, systems, and environmental (PSE) changes seek to go beyond programming and into the systems that create structures in which we work, live and play. PSE changes make health care delivery systems feasible option for communities by looking at the laws, codes and environments that impact health care delivery.

Policy

- Developed peer counselor protocols to increase peer counselors in hospital setting
- Increased peer counselors in hospital setting
- Increased peer counselors in hospital setting

Systems

- Increased peer counselors in hospital setting
- Increased peer counselors in hospital setting
- Increased peer counselors in hospital setting

Environment

- Increased peer counselors in hospital setting
- Increased peer counselors in hospital setting
- Increased peer counselors in hospital setting

Florida Department of Health

- Broward County

Esperanza Health Centers

- Chicago, IL

Public Health Breastfeeding Webinar Series: Breastfeeding in the Community

NACCHO Public Health Breastfeeding Webinar Series, funded by the Centers for Disease Control and Prevention, provides ongoing practice and educational sessions focused on the Breastfeeding Project through Peer and Professional Support Project. The series are exclusively public health sources and provide training and networking opportunities for breastfeeding nurses and others interested in breastfeeding care. Archived Webinars are available online at: http://breastfeeding.naccho.org/public-health-breastfeeding-webinar-series/

NACCHO
National Association of County & City Health Officials
Lessons Learned: Key Facilitators

Enabling Access to High Quality Care

Partnerships to Establish Community Continuity of Care

Policy, Systems and Environmental (PSE) Changes Approach
Public Health Breastfeeding Webinar Series Recap

*Links to the archive webinars in the downloadable files pod*
Webinar 1: Implementations that Work!
Public Health Breastfeeding
Breastfeeding Moderates the Effect of Poor Health Outcomes for Mothers and Babies

Link to archived webinar 1: http://bit.ly/2rfX2MN/
“Community Continuity of Care (CCOC) is the process by which families are given consistent high quality breastfeeding education and support and adequate care coordination across all providers and service institutions within their community from the prenatal period through weaning.”

NACCHO Breastfeeding Project Team

Breastfeeding in the Community Continuity of Care
Webinar 3: Engaging the Hard-to-Reach

Engage community

- Learn and address community needs
- Integrate services
- Engage community and partners

Remove Barriers to Care

- Phone and text support warmlines
- Home and hospital visits
- Transportation vouchers
- Virtual support and social media
- Prizes and supplies
- Family meals and snacks
- Trained peer and professionals
- Family involvement all welcome
- Childcare for siblings

Webinar 4: Leveraging Funds & Partnerships

Leveraging in Practice

Opportunities to Leverage

You <-> Community <-> Partners

- Funding
- Resources
- Policy
- Skills
- Facilities
- Interest

Link to archived webinar 4: http://bit.ly/2s1bkm4
Webinar 5: National Programs to Local Initiatives

Opportunities to Engage

**MIECHV**
- Work with local communities awarded MIECHV funds
- Identify ancillary agencies doing the home visiting work in your community
- Identify how can your organization/partners can engage or support the local agencies with breastfeeding

**Title V**
- Did your state adopt NPM4?
- What breastfeeding promotion/support strategies were employed?
- How can you/your organization engage or support the selected strategies?

**Head Start/Healthy Start**
- Identify HS/EHS Program in your community.
- Determine progress in reaching breastfeeding benchmark (if any)
- Brainstorm ways to support and train staff, integrate or co-locate services

**AMCHP**

Public Health Solutions to Community Breastfeeding Support

• Breastfeeding Happens in the Community!
• Community Continuity of Care
• Engaging the Hard-to-Reach
• Leveraging Funds and Partnerships
• Integration of breastfeeding services into local programs
Policy, System and Environmental (PSE) Changes (Δ)

Nikia Fuller-Sankofa, MPH, MPA
National Association of County and City Health Officials
What is Sustainability?

Durable activities and resources related to program objectives that persist beyond initial funding
How to achieve sustainability?

Securing Funds

PSE Changes

Policy

System

Environment

National Association of County & City Officials
Defining PSE Change

Policy Shifts

System Shifts

Environmental Shifts

# PSE Δ Goes Beyond Programming

<table>
<thead>
<tr>
<th>Event/Program Characteristics</th>
<th>PSE Change Characteristics</th>
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<tbody>
<tr>
<td>One Time</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Additive: often results in only short-term behavior change</td>
<td>Foundational: often produces behavior change over time</td>
</tr>
<tr>
<td>Individual Level</td>
<td>Community/Population Level</td>
</tr>
<tr>
<td>Not part of an ongoing plan</td>
<td>Part of an ongoing plan</td>
</tr>
<tr>
<td>Short Term</td>
<td>Long Term</td>
</tr>
<tr>
<td>Non-sustaining</td>
<td>Sustaining</td>
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PSE Changes Infrastructure

Health Promotion Program Approach

- Intervention: Diabetes Class
- Behavior Change: Improved Diet and Exercise
- Health Outcome: Reduced Individual BMIs

PSE Change Approach

- Intervention: Streets Program
- PSE Change: Improved Walking & Biking Infrastructure
- Behavior Change: Increased Physical Activity
- Health Outcome: Reduced Obesity Prevalence

CDC Health Impact Pyramid

Increasing Population Impact

1. Socioeconomic Factors
   - Poverty, Education, Housing, Inequality

2. Changing the Context to Make Individuals’ Default Decisions Healthy
   - Fluoridation, trans fat, smoke-free laws

3. Long-Lasting Protection Interventions
   - Immunizations, brief intervention

4. Clinical Interventions
   - Rx for hypertension, high cholesterol, etc

5. Counseling and Education
   - Eat healthy, be physically active

Frieden T. American Journal of Public Health | April 2010, Vol 100, No. 4
PSE Δ and Breastfeeding
Socioeconomic Factors
(e.g. tackling social issues like poverty and education, addressing the root causes of health inequity such as racism, sexism and classism, etc.)

Changing the Context
(e.g. universal paid family leave in sync with breastfeeding recommendations, enforceable workplace accommodation laws, baby and breastfeeding-friendly environments, etc.)

Long Lasting Protective Interventions
(e.g. Donor Milk for Preemies, Early Skin to Skin Care, Breastfeeding in the 1st hour, etc.)

Clinical Management
(e.g. latch/position, mastitis treatment, etc.)

Education & Counseling

Increasing Population Impact

Increasing Individual Effort Needed
Moving beyond direct services...

Going the Extra Mile

to implement PSE Δ
Frequent
Predictable
Consistent
Proactive

Environment
Big Shifts: Retooling the Local Health Department

DAKOTA COUNTY DEPARTMENT OF HEALTH
Minneapolis, MN
PSE ∆ in Breastfeeding Programs

Grantee
- City of Richmond (VA)
- Florida Department of Health-Broward
- Esperanza Health Centers (IL)

Setting
- Social Services Agency (Healthy Start)
- Local Health Department (WIC)
- Community Health Center

PSE ∆
- Social Marketing Campaign Focus on Moms
- Hospital Based Peer Counselor Program
- Integrated Care EMR System Updates
PSE δ in Breastfeeding Programs

**Grantee**
- Erie County Department (NY)
- Contra Costa Health Services (CA)
- Maternity Care Coalition (PA)

**Setting**
- Local Health Department (WIC)
- Local Health Department (WIC)
- Community Based Organization (Healthy Start & EHS)

**PSE δ**
- Baby Café Network
- Hospital Based Peer Counselor Program
- Service Integration (Breastfeeding Support & Home Visitation)
In the long history of humankind (and animal kind, too) those who learned to collaborate and improvise most effectively have prevailed.

Charles Darwin

Partnerships Drive PSE △

Non-Traditional Partners

Traditional Partners

Community Members & Organizers

PSE Change
Program Sustainability
Leveraging Funds and Community Partnerships

- Share Resources
- Co-create Policies
- Integrate Programs and Services
Engage the PSE Changes Approach

Ensure

Partner

Leverage

Enable BREASTFEEDING to be the easy default option in your community!
Change takes time, and is a concentrated, organized, long-term effort!
Sustainable Systemic Change through PSE Implementation

The Center for Health Equity, Inc
Sharon Ross-Donaldson, LSCW, CFSW, MBA
Carol Gagliano, MA
The Center for Health Equity, Inc.

“Breastfeeding Program”

Sustainability Through Changes in Organizational Policies, Systems and Environment (PSE) and Partnerships

June 19, 2017
The Center for Health Equity, Inc.

Founded in 2000; in rural Quincy, FL

**Mission:**
Facilitate improvements in health care delivery in order to eliminate health disparities

**Target Population:**
Black, Low-Income, preconception & interconceptional women ages 14-44.

**Primary service delivery models:**
home visiting & peer support groups.

**Home visiting staff comprised of master’s degree clinicians and RN.**
Background

**Problem Statement:**

- (1) Disparity rates
- (2) Limited professional breastfeeding services available in Gadsden community.

**Breastfeeding work:**

- Encouragement of breastfeeding through Gadsden Federal Healthy Start (GFHS) for 17+ years- 400-500 women/year

**NACCHO funding:**

- Developed a process for breastfeeding education and support through Certified Lactation Consultants (CLCs) to be part of the system of care to all clients
Goals for Systemic and Sustainable Change

1. Develop and conduct a community survey regarding breastfeeding beliefs and practices.

2. Incorporate standardized breastfeeding education and support into home visiting services.

3. Solidify and maintain partnership with hospital and WIC.

4. Raise awareness about breastfeeding benefits and help create breastfeeding friendly workplace in local businesses.
Community Survey
Survey Respondents

- 200 community members
- 87% female
- 87% 22 years of age or older
- 74% lived in the community over five years.

- 55% of female respondents indicated they had breastfed before
- 73% females who breastfed would do so again
Top Questions

- “Where can I go to get information?”
- “Is it healthy for me?”
- “Why is it important to my baby or me?”

Breastfeeding biggest concern

- “I think it will be/is painful”
Top four incentives to entice community members to attend a breastfeeding education events

- “giveaways/prizes”
- “fun activities for children and adults”
- “offering of information on breastfeeding”
- “offering of breastfeeding resources”
2- Breastfeeding into Home visits

Train Staff on breastfeeding support

- 2 new Certified Lactation Consultants (CLCs)
- All HV staff received 8 hours of training

Modify Data Collection Forms & Data System (MIS)

- Included participant’s breastfeeding initiation, at 3 months, 6 months, 12 months, and so forth
- Data entry for breastfeeding services provided, including strategies used, duration of service, follow-up notes
- Trained all-staff on the new data system
Home Visiting Breastfeeding

- All HV clients received education and support; and at least one visit from CLC staff; additional visits as needed
- Ed materials shared during HV
- Ongoing breastfeeding support
- Engaged fathers through the Brother to Brother Program
- Provided Breastfeeding education to family/friends
3- Partnership with Hospital

- Created an MOU with the primary delivering hospital for lactation consultant.
- Established ongoing rapport with the CLCs in the hospital.
- Strengthened partnership with WIC
4.1-Raise Breastfeeding Awareness

Breastfeeding Education Events
4.2- Breastfeeding-Friendly workplace

Breastfeeding Workplace Policy/Letter to Businesses

Creating Breastfeeding Friendly Worksite Guide

3 libraries in the county now becoming breastfeeding-friendly
PSE Changes

- Survey results incorporated into breastfeeding education/support curriculum
- Updated systems to include standardization of Breastfeeding Forms/MIS and Practices
- Breastfeeding Support integrated into Home Visits
- Increased Professional Education and Awareness
- Brother-to-Brother Program
- Breastfeeding Policy/letter template and Creating Breastfeeding Friendly Workplace Guide
- Breastfeeding Friendly Room at the three Libraries in County
Breastfeeding Initiation in the program

Gadsen County Rate: 66.6%
Lessons Learned

Engaging the **whole support system** is key to sustain breastfeeding

Not *one size fits all* - The use of technology was not an effective tool in Gadsden County for reaching the target population
Thank you!

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Laying the Infrastructure for PSE Shifts:

Building sustainable breastfeeding partnerships to address disparities in Lee County

Florida Department of Health in Lee County
Lori Riddle, RD, LDN, CLC
Carol Lawrence, PhD, MS, BSN, RNC-OB
Laying the Infrastructure for Breastfeeding
PSE Shifts in Lee County Florida

Lori Riddle, RD, LD/N, CLC
Carol Lawrence, PhD, MS, BSN, RNC-OB, CBC
Previous Breastfeeding Environment

- Low Breastfeeding Initiation Rates

<table>
<thead>
<tr>
<th></th>
<th>Florida 2014</th>
<th>Lee County 2014</th>
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<tbody>
<tr>
<td>Average (2014)</td>
<td>84.2%</td>
<td>75.8%</td>
</tr>
<tr>
<td>African American (2014)</td>
<td>75.1%</td>
<td>59.9%</td>
</tr>
<tr>
<td>Hispanic (2014)</td>
<td>89.9%</td>
<td>76.1%</td>
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- Lack of diversity in the lactation workforce

- Lack of coordinated breastfeeding efforts

- No community-wide discussions on issues or to coordinate efforts
Purpose

- Support *Empower* hospitals with Steps 3 & 10 of the Baby Friendly Initiative through community - hospital partnerships.
- **(Short) Timeframe:** January 2016-June 2016

County Opportunities

- 3 facilities moving towards Baby-Friendly
- Hospital and WIC staff wanting training
- Willing leadership
- Successful local health coalition in place
Project Goals

Implement evidence-based breastfeeding support within the community

Unify partners around breastfeeding disparities

Establish and Enhance EMPower Hospital-Community Partnership
Environmental Change Activities

1- Provide professional education to women within targeted community (African-American, Hispanic, other underserved communities)

2- Develop breastfeeding coalition with representation from targeted communities
1- Training and Mentorship

• 5 scholarships awarded to minority women (WIC & hospital staff)

• Bi-directional mentorship between hospital and WIC office

• Policy developed to allow for cross-training between facilities
Sustainable Systemic Changes

Improved Continuity of Care

- Hospital-WIC policy in place
- Support during “teachable moment” at hospital bedside
- Education and support during community events
- Accurate, consistent messaging
- Improved communication between partners
Grant Recipients
2- Develop Breastfeeding Coalition

• Steering Committee:
  DOH-Lee
  Lee Health
  Family Health Centers - Federally Qualified Health Centers

• County successful multisector health coalition (HealthyLee) framework
Coalition Building

Incorporating Breastfeeding as a nutrition improvement goal into the strategic plan for a healthy community
Mission:
To build & link resources across Lee County so that every woman & her family have the motivation, knowledge, tools & support to successfully breastfeed.
Breastfeeding Coalition

• Incorporated *Breastfeeding* as a nutrition improvement goal into the strategic plan for a healthy community

• First meeting in March 2017

• 36 attendees from 11 partners

• Community resource guide development
Changing the environment – in progress

• Breastfeeding as a driving strategy for the Infant Mortality Task Force
• Quarterly HealthyLee Meetings with non-lactation partners
• Quarterly Breastfeeding Coalition Meetings
Sustained PSE changes

• Pathway created for professional lactation education
• Deepening partnership between hospital and WIC
• Community breastfeeding conversation has been started
Next Steps for a Sustainable Breastfeeding -Friendly Lee

• Increase community partners at the Breastfeeding Coalition table
• Ensure coalition equity representation
• Expand professional lactation education opportunities
Thank You!
“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”

(Institutes of Medicine, 2003)
Evaluation & Continuing Education

Following the webinar you will receive an email to complete a short evaluation.

- CEs are available for physicians, nurses, and other professionals through the CDC.
- CEs are available free of charge.
- Complete the evaluation and post test to receive CERPs.
What’s Next?

To Host
Webinar Series with Partners

To Launch
Capacity Building Briefs

To Promote
Use of archived webinars for CE

To Feature
Your Work in the Community

To Develop
E-Learning Series
Please submit questions to presenters via Q&A pod!