

# **“Montezuma County WIC Outreach Project: Building Better Bridges for Breastfeeding Support”**

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Category: Outreach

Our goal was to increase breastfeeding initiation and duration of WIC moms in Montezuma County. We did this by working with our local providers who offer OB services and pediatric care so that we will all give pregnant and postpartum mothers similar messages, tools and support.

It is our feeling that the physicians have a tremendous amount of influence on our WIC clients and can make a real difference. We reached out to the providers to let them know what services are available through WIC for both them and their clients. We know the providers have limited time for consultation so we offered to serve their WIC clients if they need added support with breastfeeding. We also worked with the local hospital to offer our services as needed for those new moms needing help and support with breastfeeding.

Ultimately, we hoped to improve the relationships and communication with the providers who serve our WIC clients with the intention of helping our WIC clients be successful with breastfeeding. It is our belief that our efforts have reinforced WIC's message that breastfeeding is the very best way to feed a baby and is the norm in Montezuma County.



# Building Better Bridges for Breastfeeding Support



Laurel Montano, R.N. Montezuma County WIC

## Introduction

Montezuma County is an area of great diversity in culture, socio-economic levels and geography. Retaining medical care providers is a challenge for this area, so newer providers are not always aware of all services WIC offers. The local hospital has frequent staff changes - especially in lactation support. These staff changes have made communication between WIC and the birthing center less than optimum.

In the past, Montezuma County WIC has had a Breastfeeding Coalition that included various community members. However, efforts to renew the coalition have failed. As we have had a number of new providers come to the community, it is has become increasingly important for WIC staff to cultivate a relationship with those who are not necessarily familiar with WIC services.

Initial success with breastfeeding requires immediate access to support and information and we know that when it comes from the medical provider it is more effective. Physicians have a tremendous amount of influence on our WIC clients and could make a real difference.

Recently we have not worked together as effectively as possible. It's essential that they are aware of what resources are available for their patients.

## Aim

*Our goal is to increase breastfeeding initiation and duration of WIC moms in Montezuma County.*

*This grant aims to re-establish a strong, supportive WIC relationship with the hospital staff and local physicians that we know can be achieved.*

*We will work directly with our local providers who offer OB services and pediatric care in the hope that we will all be giving pregnant and postpartum mothers similar messages, tools and support.*

## Methods

Physicians have a tremendous amount of influence on our WIC clients and could make a real difference.

We plan to reach out to the providers to let them know what services are available through WIC for both them and their clients.

Providers have limited time for consultation so we will offer to serve their WIC clients if they need added support with breastfeeding. We will also work with the local hospital to offer our services as needed for those new moms needing help and support with breastfeeding.

Our previous director had planned to coordinate a big meeting with MDs at the hospital, but resigned and for 2 months there was no director. Now we have a great new director, but a meeting is not going to happen. Therefore, groundwork has been done a little differently than planned.

### TIMELINE:

~ Year 2014 ~

**Jan-Feb:** Sent all medical providers' in the county information letters regarding WIC - focusing on our breastfeeding services and support. Letter introduced the WIC department and philosophy, and included a color flyer with information about local lactation education in our area as well, specifically for the BF Conference at Mercy Medical Center August 7-8<sup>th</sup>.



## Methods (cont.)

**Mar-Apr:** Presented information regarding WIC breastfeeding policy; the upcoming training and a short in-service on breastfeeding information to nurses from the practices attending the Southwest Immunization Planning and Education group (SWIPE). Presented at their quarterly meeting.

Met Vonnie Tanner, the director of the local hospital OB/GYN and Birthing Dept. She took flyers to distribute to all medical offices in the area. At the meeting, we discussed our WIC policies regarding breastfeeding and the general philosophy of both the birthing staff and the WIC staff.

**May:** Phone calls were made to all providers to discuss the possibility of attending a staff meeting to present some information.

New letters and flyers went out to medical providers regarding the Lactation Training in August. Followed-up with Vonnie Tanner regarding their class syllabus for teaching breastfeeding with their birthing classes.

Also, spoke again at SWIPE as different nurses attended. Spoke with several medical providers in person about different clients that were breastfeeding - again going over WIC guidelines and policy.

**Currently:** Working to contact nurseries again to compare our class content to coordinate same messaging.

**Aug-Sept:** Evaluate and offer providers information in their offices regarding lactation services in WIC and general breastfeeding information - posters, etc.

## Results

**Phone Calls:** Phone calls to all providers; asking the possibility of attending staff meeting to present project information; results:

- Most calls never made it past the reception staff.
- Some calls resulted in messages left for MD, PA, MA or nurses.
- No call backs were received in 2 weeks.
- I called again=No call backs.

### Positives

+ Local hospital and our WIC department now have a good, strong and viable working relationship for our new moms.

+ Some providers responded in a very positive way; including calling and asking questions for clarification. In addition, I had several client reviews with physicians regarding our BF moms.

+ Lactation Training is coming up in August, so I am hoping several of the medical offices will send a nurse and/or the doctors attend in person.

### Negatives

- Lack of interest or time to discuss BF among some of the medical personnel, especially those nearing the age of retirement.

## Conclusion

One of our projects objectives was to improve the relationships we have with our hospital and providers. It's crucial for all of our partners to have the same message regarding the importance of breastfeeding.

Our efforts reinforce WIC's message that breastfeeding is the very best way to feed a baby and become the norm in the community of Montezuma County.

# 2014 Colorado Regional Comprehensive Lactation Management Trainings



Course Instructor

Marianne Neifert, MD, MTS, FAAP



## Course Description

The Colorado Women, Infants, and Children (WIC) Program is sponsoring Comprehensive Lactation Management trainings for diverse Colorado health professionals in nine locations statewide. The two-day, low-cost regional trainings will provide up-to-date, evidence-based, clinically-relevant information to help equip Colorado health professionals to effectively assess and manage lactation challenges in expectant mothers, breastfeeding women, and nursing infants.

## How to Register

You can register for one of the trainings at the TeachSource website ([www.teachsourceinc.com](http://www.teachsourceinc.com)), beginning January 23, 2014. Click on your preferred training site and date. In addition, medical and nursing staff at hosting hospitals need to register with their Education Department.

Attendees will be charged a nominal fee (\$25-50 per day, based on the training location). Medical and nursing staff who are affiliated with hosting facilities, as well as Colorado WIC staff, may attend at no cost. Due to limited resources, these trainings are open to Colorado health professionals only.

## 2014 Training Sites and Dates

March 12 – 13  
Colorado Plains Medical Center  
MOB Training Rooms  
1000 Lincoln Street  
Ft. Morgan, CO 80701

April 2 – 3  
St. Mary's Hospital and Regional  
Medical Center  
Saccomanno Education Center  
2635 N 7th St.  
Grand Junction, CO 81501

April 23 – 24  
Yampa Valley Medical Center  
Conference Room 1  
1024 Central Park Drive  
Steamboat Springs, CO 80487

April 29 – 30  
Prowers County Public Health  
Department  
Mezzanine Room  
Prowers County Annex  
1001 S Main St.  
Lamar, CO 81052

May 7 – 8  
Summit County Community and  
Senior Center  
0083 Nancy's Place  
CR 1014  
Frisco, CO 80443

May 13 – 14  
Valley-Wide Health Systems, Inc.  
Administrative Training Rooms 1 & 2  
128 Market St.  
Alamosa, CO, 81101

June 5 – 6  
McKee Medical Center  
Coors Conference Room  
2000 N Boise Ave.  
Loveland, CO 80538

June 26 – 27  
Parkview Medical Center  
Rosemount Room  
Parkview West Annex  
1518 N. Elizabeth  
Pueblo, CO 81003

August 7 – 8  
Mercy Regional Medical Center  
Animas Conference Room  
1010 Three Springs Blvd.  
Durango, CO 81301



Colorado Department  
of Public Health  
and Environment

Registration information and additional details will be available at [www.teachsourceinc.com](http://www.teachsourceinc.com).

## First Day Agenda

- 8:30 – 9:00  
Registration and Continental Breakfast
- 9:00 – 9:45  
Breastfeeding Benefits, Barriers,  
and Promotional Efforts
- 9:45 – 10:30  
Anatomy and Physiology of Lactation
- 10:30 – 10:45  
Morning Break
- 10:45 – 11:45  
Successful Initiation of Breastfeeding:  
The Hospital Experience
- 11:45 – 12:30  
Breastfeeding Technique:  
Positioning and Latch
- 12:30 – 1:30  
Lunch on Your Own
- 1:30 – 3:00  
Routine Breastfeeding Management  
and Anticipatory Guidance
- 3:00 – 3:15  
Afternoon Break
- 3:15 – 4:30  
Prenatal Lactation Risk Factors
- 4:30 – 5:00  
Questions and Discussion

## Second Day Agenda

- 7:30 – 8:00  
Sign-In and Continental Breakfast
- 8:00 – 9:30  
Maternal Lactation Problems—Part 1
- 9:30 – 9:45  
Morning Break
- 9:45 – 10:30  
Maternal Lactation Problems—Part 2
- 10:30 – 11:30  
Insufficient Milk and  
Inadequate Infant Weight Gain
- 11:30 – 12:30  
Lunch on Your Own
- 12:30 – 2:00  
Breastfeeding Problems  
in the Nursing Infant—Part 1
- 2:00 – 2:15  
Afternoon Break
- 2:15 – 3:30  
Breastfeeding Problems  
in the Nursing Infant—Part 2
- 3:30 – 4:00  
Questions and Discussion



## Target Audience

- Primary care physicians and resident physicians
- Mid-level practitioners (PAs, NPs, CNMs)
- Nurses (hospital, office, community, and public health nurses who work with mother-baby pairs)
- Lactation consultants and breastfeeding counselors
- WIC staff (RDs, RNs, educators, Breastfeeding Peer Counselors)
- Childbirth and breastfeeding educators and other health workers who care for pregnant women and breastfeeding couples

## Continuing Education Information

Continuing Education Recognition Points (CERPs) for Lactation Consultants have been applied for through the International Board of Lactation Consultant Examiners.

Continuing Professional Education Units (CPEUs) for Registered Dietitians have been applied for through the Commission on Dietetic Registration.

Information about Nursing Continuing Education Units (CEUs) and Continuing Medical Education (CME) credits will be available for specific sites.

## Key Course Objectives

1. Understand the physiological basis for lactation, including the endocrine and autocrine control of milk secretion, the role of milk ejection, and the variation in women's breast storage capacity.
2. Help implement the Baby Friendly Hospital Initiative's Ten Steps to Successful Breastfeeding, and prepare expectant mothers for an optimal hospital breastfeeding experience.
3. Provide appropriate post-discharge follow-up of nursing infants to evaluate the successful onset of breastfeeding, and offer ongoing, routine anticipatory guidance for common breastfeeding concerns.
4. Describe the appropriate counseling and management for prenatal lactation risk factors, including breast and/or nipple variations, history of breast surgery, previous lactation failure, and breastfeeding contraindications.
5. Describe the appropriate counseling and management for common maternal lactation difficulties, including postpartum breast engorgement, delayed lactogenesis, sore nipples, plugged ducts, mastitis, medication use, and maternal employment.
6. Describe the appropriate counseling and management for common infant breastfeeding difficulties, including late-preterm infants, ineffective breastfeeding, latch-on problems, breastfeeding jaundice, and colicky behavior.

**Dear Physicians and Nursing Staff,**

My name is Laurie Montano and I am the high risk nurse and supervisor of our local WIC Program in Cortez. We serve pregnant women, breastfeeding women, infants, and children up to 5 years of age for nutrition counseling and education, some nutritional screenings, height, weight, and hemoglobin assessments, and finally a supplemental food package appropriate for age (food checks). This is NOT a welfare program nor connected with food stamps. We are funded by the USDA to help prevent malnutrition and low birth weight infants.

Our staff consists of 2 educators and me. The educators we have are Donna Pettingill and Delilah Mott who have completed the WIC training with modules and exams in the areas of general nutrition, breastfeeding, infant nutrition, prenatal nutrition, and toddler nutrition. In addition we have yearly trainings and updated counseling skill evaluations. All staff is trained as lactation management specialists and passed the exam. They have worked in WIC for a total of 31 years of experience. I am an RN with a Bachelor's of Science degree and have been in pediatrics for 10 years and in public health for 16 years. Together we are an effective team to improve the nutritional status of our lower income families.

WIC uses the American Academy of Pediatric guidelines for nutrition, feeding, sleep, and infant care practices in counseling our families. We also promote BREASTFEEDING as the normal and preferred method of feeding all infants and encourage mothers to nurse their infants exclusively for 6 months and longer with foods added. WIC provides infant foods at 6 months to 1 year. We don't encourage supplementing breast milk with formula unless medically necessary. The amount of food a post partum mother gets on WIC depends on her infant's food package – she receives the most food for exclusively breast feeding. We know for a fact that when a client's doctor promotes, suggests, and supports breastfeeding – the rate of success is much higher than if WIC alone promotes it. We hope you will work with us in this to improve our community's health status. The state health department will provide high quality lactation information classes specifically for the medical community and staff in our rural area in August. I will follow up with more information on this training later in the year.

For medically fragile infants and children we may provide very specialized formulas. A list of those and the medical referral form needed to order these is enclosed. If you have an old form, please replace it with the current one. Medicaid is also a great choice for paying for special formulas especially if it changes often, as we order from a pharmacy in Denver and have it sent to our WIC office and cannot return it. Please call me at 565-3056 x246 if you wish to discuss a WIC patient or formula; have questions; want to know more about our program, policies, or scope of practices.

Medicaid is an automatic qualifier for WIC services and we would appreciate you referring any clients that need our services. Thank you for your time. When we have clients with no physician we are happy to refer them to your practice.

Laurel E. Montano RN, BSN