

“Healthy Happy Baby Project”

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Category: Breastfeeding

The Healthy Happy Babies project was developed to provide support to breastfeeding moms in our small rural community. Our efforts were concentrated on forming a breastfeeding support group, which would meet twice a month.

New Moms have access to trained breastfeeding staff members who assist with answering questions and concerns, and provide an environment that facilitates bonding among peers. Our target population has been all new moms in Prowers and Kiowa County, whether they participate in WIC or not. Our desired outcome is to increase breastfeeding initiation and duration through peer-to-peer support, and that the mothers group will be sustainable through its members once the funding is no longer available.

Healthy Happy Babies

Authors: Susan Portner & Lori Gittings

Background

Prowers County is a small rural community in the southeast corner of Colorado. Lamar is the largest of the six towns in the county. 75% of our public school students qualifying for free or reduced lunches. Our teen pregnancies and obesity rates rank as one of the highest in the State of Colorado.

Prowers County Public Health and Environment-Women, Infants and Children (WIC) Supplemental Nutrition Program has developed and maintained many partnerships in our community to support Healthy lifestyle.

One of our most recent successes is the Prowers local hospital just received the "Can Do 5". This success was in part by the partnership that existed with WIC and our IBCLC; who provide the breast feeding referral source that was written into their policy.

Prowers County feels that the project, we proposed will increase breast feeding duration through peer support and access to professional assistance.

Description

Our project provided an opportunity to increase and support breastfeeding. Efforts were concentrated on forming a breastfeeding support group, which meet twice a month. New Moms have access to trained breastfeeding staff; who support and assist mothers in all areas of breastfeeding, as well as provide an environment that facilitates bonding among other mothers.

Desired Project Outcomes:

- 1) To increase breast feeding duration and initiation rates in Prowers County, and
- 2) A support group will become sustainable through active participation by group members.

Focus Area

Breastfeeding is the best start for a babies' health. It is recommended that a mother breastfed for the 1st year of life, exclusively for the first 6 months, and then at 6 months and older in conjunction with solid foods

Baby's that are breastfed have less illness, and a decreased risk of obesity. Additionally, breastfeeding has life long health benefits for both mother and child.

The target population was all breastfeeding moms. Outreach was specifically geared for new moms in Prowers and Kiowa County.



Project Team

- Prowers WIC agency RN/IBCLC worked with the Prenatal Nurse Educator to contact WIC staff, OB department employees and all medical providers that serve moms and babies to schedule in-services trainings.
 - The purpose was to inform and educate them about the support group and its potential benefits to their patients/clients.
- Referral form was developed and distributed to providers at in-service.
- A survey was developed and distributed to interested new moms to assess best days, time and location.
- Support group was hosted by Public Health RN/IBCLC and Prenatal Nurse Educator, to assistance and support all attendees.

Partnerships

Partners of this project were educated through in-services and simple referral form.

Post-survey was given to providers and WIC staff, to assess results of project and elicit suggestions.

Time Line

2014

February

- In-service Completed

July

- Develop post-survey

January

- Client survey completed
- Referral form created
- Start survey distribution
- In-service scheduled

March

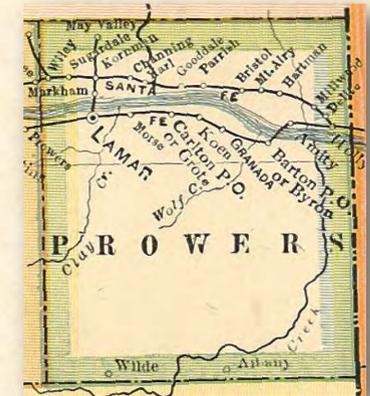
- Date/time decided from client post-survey data for group meeting

September

- Post-survey distributed
- Collect survey
- Have post survey data compiled

Provider Evaluation

- 75% of providers referred to Breastfeeding Support Group
- Lack of patient interest
- All were in favor of support group
- Feedback collected once a week from meetings for New Moms
- Find a current breastfeeding mom to champion group
- Suggestions:
 - Pamphlets with referral information
 - Advertise free snacks



Participant Evaluation

Twice a week, prior to meeting, all new moms were called and invited to attend. Out of 10 moms only one attended consistently.

She commented that the group was helpful and she felt comfortable nursing her baby, having questions answered and being able to have her kids there and in a safe environment. She went on to say that she would like to see the group continued, and mentioned that it was a nice thing to have as support system.

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Size of original



January

March

September

February

July

