

“Community Provider Basic Breastfeeding Training”

Author: Heidi Williams, MPH, RD, CLC

Co-Authors: Jill Bonczynski, MS, RD & Amy Lutz, RN, IBCLC

Tri-County Health Department (TCHD)

Contact: Heidi Williams

Email: hwilliam@tchd.org

Categories: Breastfeeding, Outreach & Training

In many studies, physicians and other health care providers often report not having adequate knowledge regarding breastfeeding. Since studies also show that provider encouragement significantly increases breastfeeding success, the goal of this project was to increase the number of health care clinic staff in Adams, Arapahoe and Douglas Counties trained in basic breastfeeding support and management.

A two-part training was developed with the first two-hour session covering the benefits of breastfeeding, anticipatory guidance and latch and the second two hour session covering common breastfeeding concerns and solutions. The two-part training was completed for staff at six health care clinics reaching 166 providers.

Community Provider Basic Breastfeeding Training

Heidi Williams, MPH, RD, CLC, Amy Lutz, RN, IBCLC and Jill Bonczynski, MS, RD

Community Need

In today's society, the decision to breastfeed is influenced by many factors, including information given by physicians. Many studies in the literature, as well as the results from Tri-County Health Department's (TCHD) training needs survey, show that physicians and other health care providers often report not having adequate knowledge regarding breastfeeding. Studies have shown that provider encouragement significantly increases breastfeeding initiation and duration among women of all social and ethnic backgrounds. Instilling providers with knowledge of breastfeeding best practices and increasing their confidence level can be a significant step towards women meeting their breastfeeding goals. The more women that meet their breastfeeding goals, the better the health of women and infants in the TCHD region.

Goals

Goals

1. Provide training opportunities to community partners in an effort to increase the breastfeeding knowledge and assessment skills of health care clinic staff in the TCHD region that provide services to a large number of WIC participants.
2. Convert the two-part basic breastfeeding training into a webinar to increase the number of health care clinic staff able to complete the training due to increased convenience and flexibility.
3. Secure approval to receive continuing education credit for various credentials for those who complete the training.

Desired Outcome

To increase the number of health care clinic staff trained in basic breastfeeding assessment, management and support.

Target Audience

The target audience is health care clinic staff from offices in Adams, Arapahoe and Douglas counties that provide services to a large number of WIC participants.

Community Partners

This project created partnerships between Tri-County Health Department and staff at several health care clinics including:

- **Salud Family Health Clinic system**
- **Clinica Family Health Services**
- **St. Anthony North Nurse Family Partnership Program**
- **St. Anthony North Medical Residency Program**
- **Metro Community Provider Network**
- **Rocky Mountain Youth**

Establishing these collaborative relationships has helped to build an extensive network of community support for mothers and allowed agencies to work more effectively together to provide support.

Health care clinic staff have contacted Tri-County Health Department for information on community referrals, breastfeeding pamphlets for client education, internet resources and the WIC program.

Activities

- Conducted networking meetings between health care clinics and a TCHD International Board Certified Lactation Consultant to identify clinic issues and needs.
- Identified a contact at a Salud Family Health clinic.
- Scheduled training dates to complete part one and part two of the breastfeeding training.
- Created a training evaluation tool.
- Taught part one of the breastfeeding training provider availability, part two will be complete
- Taught part one and two of the breastfeeding training at several additional health care clinics after a marketing campaign which included distributing a flyer and attending regional meetings such as the Nurse Family Partnership Advisory Board.
- Converted the training into a webinar.



Lessons Learned

- Use existing connections to identify contacts at physician offices.
- Be flexible and tailor training to work within a physician offices' daily schedule and for staff with different knowledge levels.

Evaluation

- 130 medical staff have attended a breastfeeding training
- 85 staff attended part one and 45 staff attended part 2.
- Trained staff have contacted Tri-County Health Department staff for additional information and materials.
- Training webinar is posted on the *Breastfeeding Resources for Health Care Providers* webpage at www.tchd.org
- Continuing education credit for the training was not approved as Tri-County Health Department is not a sponsoring agency.

Provider Knowledge

A pre-test and post-test were used to test a change in providers' breastfeeding knowledge.

Part 1: Providers did increase their breastfeeding knowledge after the training. The increase in knowledge was not statistically significant.

Part 2: Providers did not show an increase in breastfeeding knowledge after the training. *

Behavior Change Assessment

The evaluation assessed changes in providers' breastfeeding support practices after the training compared to previous practices.

Part 1: There was a statistically significant difference in the provider practices on breastfeeding using post then pre methodology.

Part 2: There was not a statistically significant difference in provider breastfeeding practices as a result of part 2 of the training. *

* One possible explanation for not detecting a change in knowledge or provider practices for part two of the training could be that fewer providers attended part two of the trainings and of those only five providers filled out the evaluation forms completely.

Future and Sustainability

- Regular networking meetings will continue between Tri-County Health Department and health care clinic staff to maintain collaborative relationships.
- The evidenced based breastfeeding training is now being marketed by recommendations from past participants.
- The webinar is a way for health care clinic staff to attend the training if funding becomes unavailable to provide on-site in person trainings.