



Colorado WIC Breastfeeding Peer Counseling Texting Program

Thru texting, anytime, anywhere,
7 days a week.



BF PC Texting Program - What is it?

- Pueblo WIC Peer Counselors text participants using a secure online web site, not cell phones.
- Two-way communication between Peer Counselors and Participants
- Automated prenatal & postpartum educational BF text messaging
- Language flexibility - English & Spanish tracks



Prenatal Educational Text Messages-automated

Example: Prenatal (Week 14)

Your body starts making milk at about 3 months in your pregnancy - you already have milk for your baby! This first milk is called colostrum.



Postpartum Texting Messages- automated

Example: Postpartum (Week 1)

You may notice your breasts filling with milk and becoming firm. Feeding your baby 9 or more times in 24 hours will empty your breasts and help you feel better. You can tell your baby is getting enough breast milk by the number of dirty diapers. They should have at least 5 wet and 4 dirty diapers a day by 5 days old.

Your baby will show you that they are hungry by starting to move, licking their lips, opening their mouth, or sucking on their hand. Crying is the LAST sign.



BF PC Texting Program - When is it available?

- Peers are available to text between 8 am - 10 pm, 7 days a week.
- We have on-call system, so the system is checked every night at 10:00 pm and returned texts are sent out.
- Peers have a 12-hour turn around time to answer texts.
- Peers send their cell phone numbers in the *Welcome Text* if there is a problem or they need to talk to someone right away.



The BF PC Texting Platform

Browser address bar: <https://sms.astracorp.com/users/all/49468>

Close	Open	Name	Status	Keyword	Date/Time	Message
Close	Open	Sonja	Open	bfmom	02-03-14 19:52:1	[Redacted]
Close	Open	bobbie	Open	bfmom	02-03-14 19:33:2	[Redacted]
Close	Open	Marya	Open	bfmom	02-03-14 18:12:38	Like
Close	Open	Marya	Open	bfmom	02-03-14 18:00:20	Okay [Redacted]
Close	Open	Marya	Open	bfmom	02-03-14 17:44:19	Yup
Close	Open	Marya	Open	bfmom	02-03-14 17:30:44	I had a boy his name is Maalik on each breast he eats for 10minutes each side :
Close	Open	Marya	Open	bfmom	02-02-14 10:32:02	e them call me back. When I pumped after feeding her I got an oz and feed it to
Close	Open	kimw	Open	bfmom	02-01-14 16:18:43	N
Close	Open	Sonja	Open	bfmom	02-01-14 13:18:12	6 months my name is Amanda Padenbeck
Close	Open	Sonja	Open	bfmom	02-01-14 13:14:02	april
Close	Open	Sonja	Open	bfmom	02-01-14 13:02:33	Ten months
Close	Open	Sonja	Open	bfmom	02-01-14 13:00:1	[Redacted]

Navigation: << Previous 1 2 3 4 5 6 7 8 9 ... 13 14 Next >> # 15

Attributes

name [Redacted]

phone [Redacted]

email [Redacted]

created 2013-12-16 13:01:11 -0800

keyword bfmom

assigned [Marya](#)

Close Open [\[edit\]](#)

Data Markers

Weeks postpartum at enrollment? [Redacted]

Weeks gestation upon enrollment? [Redacted]

Age 33

Have you ever participated in WIC's on-line Breastfeeding classes? na

Is this your first time breastfeeding? no

WIC Clinic Pueblo

Notes

PC-MO [Redacted]

8 [Redacted]

na [Redacted]

33 [Redacted]

na [Redacted]

no [Redacted]

Pueblo [Redacted]

Recent SMS for this user

6PM. We'd love to see you and your baby there!
 Ma [Redacted] 04-14 08:04:52

We also have a great breastfeeding support group called Babies Breast Friends. We meet at the health dept tomorrow, 2/5 at 10AM and Th, 2/20 a
 M [Redacted] 14 08:04:52

to 839863. This keeps you able to text with us. I also wanted to invite you to the FACEBOOK group "Colorado WIC Breastfeeding Mom to M
 Ma [Redacted] 4 08:02:43

ep a line of communication open to us, you can opt out of the current program by sending "STOP" and opt into another group by texting
 [Redacted] 2-04-14 08:02:43

onnection" please request an invite if you are interested in being part of this FB group

Reminders for this user

Breastfeeding protects babies and toddlers from getting sick and provides many important benefits, even after they start eating solid foods.
 Pueblo Colorado WIC to 115 user(s) on Not Sent

Wait at least 6 months to feed ANY food other than breastmilk. Babies have more medical problems when fed other foods under 6 months old.
 Pueblo Colorado WIC to 115 user(s) on Not Sent

Many foods can help increase your milk supply. Oats, barley, dark leafy greens and more provide good nutrition and are shown to help supply.
 Pueblo Colorado WIC to 115 user(s) on Not Sent

It's normal to feel exhausted after having a baby. But if you always feel sad or mad talk to ur doctor. They can help u feel yourself again.
 Pueblo Colorado WIC to 119 user(s) on 01-28-14 13:13:01

It is normal for baby to wake many times at night to be breastfed. This





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Local Agencies Involved

Pueblo BF PC's provide services to these local agencies:



Baca

Baca

Bent

Broomfield

Eagle

Garfield

Gunnison

Kit Carson

Las Animas/Huerfano

Lincoln

Northeast

Otero

Prowers

Pueblo

San Juan Basin

Valley-Wide



How do participants enroll?

2 Ways to Enroll



Option #1 - Staff Led

Staff led

- During the *Nutrition Interview*, WIC staff ask participants if they are interested in a BF PC and explain the program. If they answer “yes” - the participant’s name will appear on the BF PC Assignment Panel.
- Staff provide the participant the BF PC Texting Flyer which contains enrollment information.

AND

- The participant must self-enroll by texting “*bfmom*” for English or “*bfmama*” for Spanish to 839863.



Option 1# - Staff Led

Category: Pregnant

EDD: 12/04/2013

Date of Birth: [REDACTED]

Weeks Gest: 44

WIC Status: Active

Cert. End: 01/2014

Last FB: Nov 13

Nutrition Interview

Record Dates [REDACTED]

1

of 1



New



Edit



Delete

Health Care Provider: Rose Midwifery

No Health Care Provider

Current Summary

Health/Medical

Nutrition Practices

Life Style

BF Preparation

Social Environment

Do you give WIC permission to share Danielle 's WIC information with this health care provider?

Yes No

- Flat
- Inverted
- Pierced
- Surgeries
- Pain/discharge
- Size

4f. We have moms who have breastfed before and can help you with breastfeeding. I will have one call you.

Interest in BF PC

Yes No

4g. Are you exclusively breastfeeding an infant or partially breastfeeding multiples from a previous pregnancy?

Yes No





Mom-to-mom breastfeeding support

Colorado WIC Breastfeeding Peer Counselor **Texting/Phone Program**

Receive texts about
your nutrition,
breastfeeding,
and infant
nutrition
during your
pregnancy
and after.



To enroll, text “bfmom” to 839863

Receive mom-to-mom breastfeeding education and support by text/phone from a WIC Breastfeeding Peer Counselor. Learn more about breastfeeding and get answers to your questions. Support is available after hours and text/calls are returned within 12 hours. Community resources are provided if 1:1 breastfeeding help is needed.

Text “bfmom” to 839863 to enroll. Once you are enrolled, your Breastfeeding Peer Counselor will text you to introduce herself. Text “STOP” to cancel at anytime.



Colorado Department
of Public Health
and Environment

Client can
enroll at your
desk and
answer the text
questions to
make sure
there are no
problems
getting
enrolled.



COLORADO
Prevention Services Division
Department of Public Health & Environment

Option #2: General Invite

- The BF PC Texting Program texts general invites to all pregnant and breastfeeding participants every 3 months. Participants can simply reply to enroll.

“Colorado WIC invites you to our Mom Breastfeeding Texting Program. Receive education & access to Peer Counselors to answer questions. Reply “bfmom” to join.”

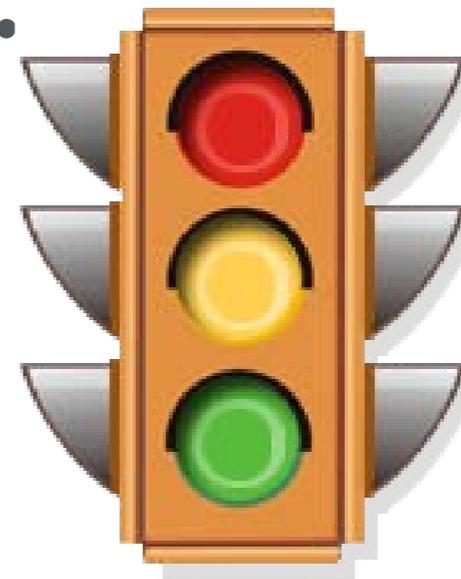
- Next, the Pueblo Peers need to create a new *Nutrition Interview* and mark “Yes” that the participant is interested in the BF PC program. This allows Pueblo the ability to assign the mom a Peer Counselor and finish enrollment. A note will be made in the comments/alerts section if this is done.

“CI has opted into ptp program, a new nutrition interview has been created to allow access to bfpc documentation.”



Opting Out

Participants can “opt out” at anytime by texting “*stop*” to 839863.



How do WIC Staff know the participant enrolled?

WIC staff can find out if a mom enrolled in the program, by looking at the Family Panel to see if a BF PC is assigned.

The screenshot shows a web-based interface for a WIC program. At the top, there is a header area with the following information: "Endorser:" followed by a redacted name, "Date of Birth:" followed by "3/19/2015, Ad", "HR", "c. End: 06/2015", "Last FB: Apr 15", and "*FB Issuance" set to "1 Month". There is an "Edit" link in the top right. Below this is a large empty white box. At the bottom, there is a "Family Data" section with a link "New Member / Proxy". It contains several dropdown menus: "*Mother's Ed Level" set to "2 years of college", "*Printouts Language" set to "English", "Preferred Spoken Language" set to "English", "BF PC" set to "Hannah Childs", and "Educator" which is currently empty. A red arrow points to the "BF PC" dropdown menu.

Prenatally - When do BF PC Contacts begin?

When a participant enrolls, they are assigned to a Peer. The Peer sends a *welcome-what to expect text* and calls several days later to welcome the participant and ensure they are receiving texts.

Weekly, automated educational texts begin upon enrollment.

Peers text the participant at: 30, 32 (phone call), 35, 37, 39 and 40 weeks.



Postpartum - When do BF PC Contacts begin?

After delivery, participants receive weekly educational text messages.

Peers contact participants after delivery and weekly for the first 8 weeks postpartum. Peers then follow-up at: 3 month, 6 months, 9 months and a 1 year-Happy birthday text!

Participants can text the Peers any time during the first year and beyond if they stay active in the program.



Communication Plans

As the texting program serves 15 WIC agencies, it is not feasible for the Peers to notify each agency when a participant enrolls.

Staff can contact Pueblo Peers as needed regarding participants. Refer to the participants *Family Panel* to see which Peer has been assigned. Each WIC agency has an updated Pueblo Peer Counselor Contact List.

WIC staff can also review the participant's BF PC panel as needed.



How are High Risk NRF's handled?

The Peer Counselors can provide advice to fix minor problems. If they encounter a problem that is out of their scope, they will email the BF PC Coordinator (Sonja) a referral.

Sonja will call the client to assess the issue. If it appears to be a NRF 602 or 603 and is not resolved directly, Sonja will call or email the clinic and inform them of the situation or will put a note in the comments screen to "assess for breastfeeding problems sore nipples, low supply..." etc.



Trouble Shooting Enrollment:

Clients should have unlimited texting to enroll in “bfmom”. If they have limited texting, they can choose to be in “cowic” which allows them to just text questions to the Peers as needed. Encourage these participants to enroll in “cowic” instead of “bfmom”.

If they have a signature (ex. *sweetypbaby22*) on their phone or “*blocking*” on their phone it may not let them enroll. They will need to unblock or remove signature then opt in.

If you have difficulty getting client into texting program, please email Sonja with their FID, initials and the phone number they are trying to opt in under. She will then call and trouble shoot and usually get them in the program.



Trouble Shooting continued:

- If a mom gets a new cell number, she can opt back in by doing the same things as before - text "bfmom" to 839863.
- If a mom wants to stop receiving texts - she can reply "STOP" at anytime. She can opt back in at a later time if she would like by repeating the process "bfmom"
- If a mom needs support and does not have a cell phone - email Sonja her initials, FID number and note that she doesn't have a cell phone - and we will work with her through calls.



BF PC Texting Program

Contact information:

***Sonja Lindsay-Crites - Coordinator, IBCCLC

719-583-4399 office 719-557-2005 work cell - on 24/7

lindsaycrites@co.pueblo.co.us

Marya Osgood - 719-582-7286 work cell

Osgood@co.pueblo.co.us

Jen Sloan - 719-225-0065 work cell

Blondie_jen2009@msn.com

Leesa Shamlin - 719-289-6709 work cell

leesashamlin@yahoo.com

Hannah Childs - 719-225-5947 work cell

childsh@co.pueblo.co.us email

Josie Federico (Spanish speaking Peer) M-F only 719-583-4395

federico@co.pueblo.co.us



Other program questions/concerns? Contact:

Colorado WIC Breastfeeding Peer Counselor Program
Coordinator: Erin Johnson - erin.johnson@state.co.us

