

Colorado WIC Breastfeeding Peer Counseling Texting Program



Welcome to the Webinar



Webinar Link:
<https://cdphe.adobeconnect.com/bfpc texting/>

Call Info:
1.877.820.7831; Passcode: 561368
**Please mute your phone.*



Objectives

- ✓Background
- ✓Expansion Plan
- ✓The Local Agencies Role
- ✓How the Texting Program Works
- ✓Successes / Challenges
- ✓Q & A's



“The easy and fast way to get a question answered the moment it pops up. Along with knowing it is reliable and correct information.” - *Surveyed Participant*



Background



What is a Peer Counselor?

- Paraprofessional
- Recruited and hired from WIC’s target population
- Available to WIC clients outside clinic hours and outside of the WIC clinic.
- Has previous breastfeeding experience



Two BFPC Models

Text/Phone Model (piloted December 2013)

- Pueblo WIC contracts with Educational Message Service (EMS) to provide peer counseling support to 15 Local Agencies via a secure, online text message platform.
 - > Pueblo, Baca, Bent, Broomfield, Eagle, Garfield, Gunnison, Kit Carson, Las Animas/Huerfano, Lincoln, Northeast, Otero, Prowers, San Juan Basin, & Valley-Wide.

Face-to-Face Model

- 8 high volume WIC agencies provide peer counseling support in-person, phone calls, and text messages.
 - > Boulder, Denver, El Paso, Jefferson, Larimer, Mesa, TCHD, & Sunrise



Expansion Plan



Timeline & Local Agencies

1. **December 2017:** Northwest, Clear Creek, Summit, & Rio Blanco
2. **January 2018:** Delta, UAACOG, Pitkin, Park & Teller
3. **February 2018:** Montezuma, Dolores, San Miguel, Montrose, Ouray & Grand





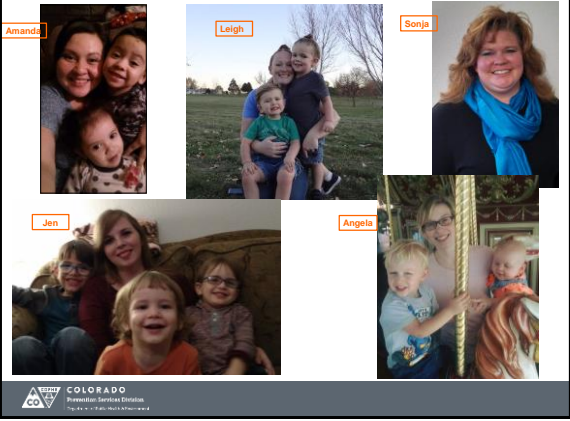
The Local Agencies Role

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 Prevention Services Division
 1000 North Lincoln Street, Suite 100, Denver, CO 80202

- ## The Ask...
- LA's roles & responsibilities included in the Memorandum of Understanding (MOU):
- Allow Compass Access
 - Attend quarterly conference calls
 - Provide LA & community BF resources
 - Communicate with BFPC Program, prn
 - Completed annual survey
 - Order BFPC Texting Program flyers/posters, prn
 - Promote & refer participants
- COLORADO
 Prevention Services Division
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How does the BFPC Text/Phone Program work?







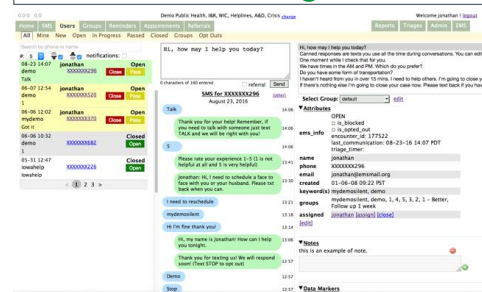
Text support



- Text support provided via a secure, online text message platform
- Two-way texting between peer counselors and participants
- Automated prenatal & postpartum educational BF text messaging
- Language flexibility - English & Spanish tracks



The BFPC Texting Platform



Phone Support

Used to establish rapport and address breastfeeding problems.



When is it available?

- Peers are available 8 am - 10 pm, 7 days a week.
- Peers work 10 - 15 hours/week.
- On-call system.
- 12-hour turn around time to answer texts.
- Peers provide their cell phone numbers in the *Welcome Text* if there is a problem or they need to talk to someone right away.



Enrolling



Deskside Enrollment

Preferred enrollment method

- Provide the program flyer and have mom enroll deskside.
- Answer “Yes” to the Compass Nutrition Interview Question. The participant will be routed to the BFPC Assignment Panel.

BFPC has not been assigned. We have trained moms who have breastfed before and can help you with breastfeeding. I will have one call you, if that is okay with you.

Interest in BFPC Yes No



Colorado WIC Breastfeeding Peer Counseling

TEXTING PROGRAM



Mom to mom Breastfeeding support
 Access breastfeeding advice, encouragement and get questions answered by local lactation experts.

To enroll, text BFMOM to 839863

*"The easy and best way to get a lactation consultant who speaks your language is to join the group with knowledge of an available and trusted intervention."
 -Sally Moreau*

A WIC Breastfeeding Peer Counselor is a mom who breastfed her baby and has 12 weeks of continuing, confidential and secure peer support by text and phone.

- Available after hours, weekends and holidays.
- Not limited to only breastfeeding issues. If needed after consulting, your peer counselor will assist you to reach a lactation consultant.

To ask, text STOP to 839863.
 Your name and phone number will never be shared with anyone outside of our breastfeeding program.

WIC

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 Text to 839863 for more info

General Invites

Alternate Enrollment Method

- Every 3 months a "General Invite" is texted to a pregnant and breastfeeding participants who are not enrolled.
 - o Sonja will email the LA contact prior to sending out General Invites.
- If a participant clicks on the invite to enroll, a Nutrition Interview record will be created in order for the participant to be routed to the BFPC assignment panel.

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Did she enroll?

→ Refer to Family Panel

Family Data

[New Member/Proxy](#)

*Mother's Ed Level: 12th grade | *Printout Language: English | **BFPC: Jennifer Skan**

Needs Interpreter: | Preferred Spoken Language: English | Educator

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Opting Out

Participants can “Opt out” at anytime by texting STOP to 839863.



Automated Educational Messages



Prenatally - When do BFPC Contacts begin?

- Upon enrollment, peers sends a “welcome-what to expect” text and then calls a few days later to establish rapport.
- Weekly, automated educational texts begin upon enrollment.
- Peers text or call the participant every two weeks during the third trimester.



Prenatal Educational Texts

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 Educational Texts

Example: Postpartum (Week 1)

“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.”



Postpartum - When do BFPC Contacts begin?

- After delivery, then weekly until 8 weeks postpartum.
- Follow-up at 3 months, 6 months, 9 months, and at 1 year postpartum the peer sends a “Happy birthday!” text.
- Participants can text the Peers any time during the first year and beyond if they stay active in the program.



When do the BFPC contacts stop?

Peers send a "Happy birthday!" text when the baby turns 1.



More Ways We Connect.. **facebook**

Participants can join our Facebook Group

- Colorado WIC Mom to Mom Support (English)
- Madres Lactantes de Colorado WIC (Spanish)



Successes & Challenges



Successes

- ✓ Increased breastfeeding support to rural areas.
- ✓ Cost-efficient.
- ✓ Preferred communication method for participants.
- ✓ 95% of local agency staff surveyed agreed this is valuable addition to WIC breastfeeding education and support services.
- ✓ 95% of participants would re-enroll with a future pregnancy.
- ✓ 96% of participants would recommend to others.



FY 17 Local Agency Survey

LA Director Survey

- "I would recommend this program to other local agencies" - 100% of respondents agreed
- "Ease and convenience for participants, knowledge and support when participant needs it." - LA Director comment

LA Staff Survey

- "This program is a valuable addition to the breastfeeding support services WIC already provides." - 100% of respondents agreed
- "This program has been amazing to have in our office, clients are able to reach out to peer counselors when our office is closed in the evenings and also on the weekends." - LA Staff comment



Challenges

- ❖ Cell carrier & technology issues.
- ❖ Delayed / no return responses.
- ❖ Building rapport by text.
- ❖ Ensuring clear communication with local agencies.
- ❖ Participants completing enrollment process.
- ❖ On-call rotation for peers.



Try it out!

Text "NWA" to 898211

- To opt-out, text STOP to incoming messages.



Q & A's



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