How to Reach Clients Soon After Delivery
Barton County BFPC Program
Christy Huslig, BFPC
Beverly Frizell, RD, LD, CBE, BFPC Supervisor

Collaboration with the MCH Program

- Our BFPC is also our MCH Healthy Start Home Visitor
  - This allows the BFPC to meet with mom’s in the hospital and at the home after delivery.
  - The BFPC hours are more flexible throughout the week since this is a full-time position between the 2 programs.
  - We have more face-to-face prenatal contacts with clients in the MCH Program (these clients come every 2 months).

Collaboration with the Local Hospital

- Hospital visits
  - Long time privileges with hospital through Healthy Start Program starting in the 90s
  - With combining these 2 positions we are fortunate to have breastfeeding discussions rather than just referrals in the hospital setting.
  - During Covid-19, these visits were halted in March 2020
  - Recently allowed back in hospital starting middle of June 2020
Collaboration with the Local Hospital

- Spoke at OB staff meeting
  - Promoted WIC and BFPC Programs
  - Promoted Central KS Breastfeeding Coalition
  - Talked about how we can support breastfeeding at the health dept through all programs and that we can make home visits with weight checks

Internally within WIC

- All pregnant certifications see BFPC at initial visit.
  - Certifying staff mark BFPC Program on the referrals tab.
    - BFPC runs referral and next contact date reports.
  - If BFPC is unavailable for face to face, an introductory phone call will be made followed up by text.
  - In the last trimester we encourage attendance and schedule a prenatal breastfeeding class taught by BFPC.

Internally within WIC

- BFPC runs “WIC Certification Guided Ad Hoc” report to call women as they approach due date.

Internally within WIC

- Clerk to transfer call to BFPC when client calls to report end of pregnancy.
  - All clients regardless of feeding method are transferred to BFPC/Home Visitor - if breastfeeding BFPC contact is documented.
  - This gives the opportunity to check in on breastfeeding with the client on the phone (client-initiated contact)
  - We can often identify breastfeeding concerns/barriers sooner than waiting for the WIC cert and offer assistance by scheduling a breastfeeding consult and home visit.