

## How to Reach Clients Soon After Delivery

### Barton County BFPC Program

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## 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 MCH Program

- ▶ 2018 BFPC first quarter report vs. 2020 BFPC first quarter report
  - ▶ 2018 BFPC and MCH home visitor were 2 different positions
    - ▶ 12 hours allotted for BFPC per week working 1 ½ days per week
    - ▶ 114 BFPC contacts
  - ▶ 2020 1 full time position = 12 hours BFPC + 28 hrs MCH
    - ▶ Now have 5 day per week availability
    - ▶ 246 BFPC contacts
- ▶ We more than doubled our BFPC contacts since combining these 2 roles.

## 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.