



Presents...

# Creating a Prenatal Curriculum

**Antoinette Kleiner, RN, MSN, IBCLC**-Indian Health Services, Shiprock, NM

**Joan Rooney, MSN, RN, IBCLC & Debbie Reynon-** Ochsner West Bank, LA

**Ofelia O'Donnell** - William Beaumont Medical Center, TX

**Susan Spencer** - BMH Golden Triangle, MS

This webinar is being recorded.

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# CHAMPS UPDATES:

## Upcoming Wednesday Webinars

Webinars are held in collaboration with the Mississippi State Department of Health and are scheduled on Wednesdays from 11a-12p (CST)

ALL ARE WELCOME TO ATTEND! For log-in information, visit:  
[www.CHAMPSbreastfeed.org/webinars](http://www.CHAMPSbreastfeed.org/webinars)

### **SCHEDULE**

- **June 22:** *Getting Hospital Leadership on Board*

# CHAMPS UPDATES: CHAMPS 4-hour Clinical Skills Trainings

## Training Updates:

- To date, CHAMPS has hosted 26 trainings in 16 hospitals and has trained over 500 MS-based clinicians!

## Upcoming Trainings:

- More information: <http://www.champsbreastfeed.org/events.html>
- June 1<sup>st</sup>, Merit Health Wesley
- June 20<sup>th</sup>, NMMC West Point
- July 7<sup>th</sup>, Methodist Le Bonheur Olive Branch



# Systems for Success: The Baby-Friendly Hospital Initiative in the USA

## Save the Date and Call for Abstracts!

**Conference Date:** Monday November 14th, 2016

**Location:** BCBS MS Headquarters

3545 Lakeland Drive,

Flowood, MS

### Organized by:

CHAMPS  
(Communities and Hospitals  
Advancing Maternity  
Practices)

### Hosted by:

Blue Cross Blue Shield Mississippi

### In Collaboration with:

- South Carolina Department of Health and Human Services
- Mississippi Department of Health
- United States Breastfeeding Committee
- Baby-Friendly USA

### Have a project to share?

Send an abstract of up to 250 words to [champsbreastfeed@gmail.com](mailto:champsbreastfeed@gmail.com) for consideration for an oral or poster presentation at the conference.

**Abstract Deadline: July 1<sup>st</sup>, 2016**

The number of Baby-Friendly™ Hospitals in the US is growing faster than in any other nation.

Attend this conference to learn how national projects, insurers, state-based initiatives, government agencies and other systems are making it happen!



# Mississippi CHAMPS Conference

## SAVE THE DATE:

**Date:** Thursday November 17th, 2016

**Location:** BCBS MS Headquarters  
3545 Lakeland Drive,  
Flowood, MS

### Funded by:

The Kellogg Foundation  
&  
Blue Cross Blue Shield MS

### Organized by:

CHAMPS  
Communities and Hospitals  
Advancing Maternity  
Practices  
&  
Blue Cross Blue Shield MS



BlueCross BlueShield  
of Mississippi  
It's good to be Blue.



W.K.  
KELLOGG  
FOUNDATION

- **What?** A meeting for all Mississippi and Tennessee CHAMPS Hospitals for 1 day of learning, collaborating, networking, and sharing experiences
- **Where?** BCBS MS Headquarters, Flowood, MS
- **Who can attend?** CHAMPS hospital teams and community partners from MS and TN
- **How much?** Free to CHAMPS hospitals and community partners

For updates, please visit  
[CHAMPSbreastfeed.org](http://CHAMPSbreastfeed.org)



# CHAMPS UPDATES: 1<sup>st</sup> Baby Café in Mississippi Open!



For more information, contact:

Maggie Allen, Lactation Consultant

(662) 394-0010

OR

Tawanda Logan-Hurt, District

Breastfeeding Coordinator

(662) 455-9429



**When:** Wednesdays (excluding holidays)

**Location:** Washington County Health Department, Education Room, 1633 Hospital St. Greenville, MS 38701

**Times:** 11:00 am – 2:00pm



Needed: Donations for refreshments, incentives, educational & promotional materials, volunteers, & help spreading the word to build clientele.





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# Creating a Prenatal Curriculum

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# Objectives

**By the end of this webinar, participants will:**

- Be able to describe 2 different ways to implement a BFUSA prenatal curriculum in affiliated prenatal clinics.
- Be able to state ideas for working with non-affiliated prenatal clinics to implement parts of the BFUSA prenatal curriculum.



# Patient Education Plan: Prenatal Requirements

## Education Topics Required by Baby-Friendly Guidelines & Criteria:

- Benefits of breastfeeding
- The importance of exclusive breastfeeding
- Non-pharmacological pain relief methods for labor
- Importance of early skin-to-skin contact
- Importance of early initiation of breastfeeding
- Importance of rooming-in on a 24-hour basis
- Baby-led feeding
- Frequency of feeding in relation to establishing a milk supply
- Effective positioning and latch techniques
- Exclusivity of breastfeeding for the first 6 months
- Continuation of breastfeeding after introduction of appropriate complimentary foods

# Patient Education Plan: Prenatal Education Assessment

## Prenatal Education Rules:

- All education must be complete by 32 weeks
- 2 visits before entering 3<sup>rd</sup> trimester = “adequate” prenatal care = BFUSA can interview these patients
- Anyone can provide the education – as long as it “works”

## BFUSA will TEST you based on 2 things:

1. Curriculum to show to BFUSA
2. Interviews – 80% of Mothers must answer correctly to each question. (i.e. Q1 = 80+%, Q2 = 80+%, etc.) → This is the one that really counts!

# Patient Education Plan: Developing a Prenatal Curriculum

## What, When, Where, Why, Who?

### *What:*

- We essentially know WHAT we have to teach mothers. BFUSA lays this out for us.

### *When:*

- Split up over multiple appointments? Provide all information at one appointment?
- Prior to 32 weeks

### *Where:*

- While in waiting room? While walking to the scale? While being checked in by RN? When making next appointment?

### *Who:*

- RN, Provider, Clinic Clerk, DVD, Handout

### *Why:*

- Because this information is good for ALL mothers, regardless of feeding choice

# Antoinette Kleiner, RN, MSN

IBCLC-Indian Health Services, Shiprock, NM

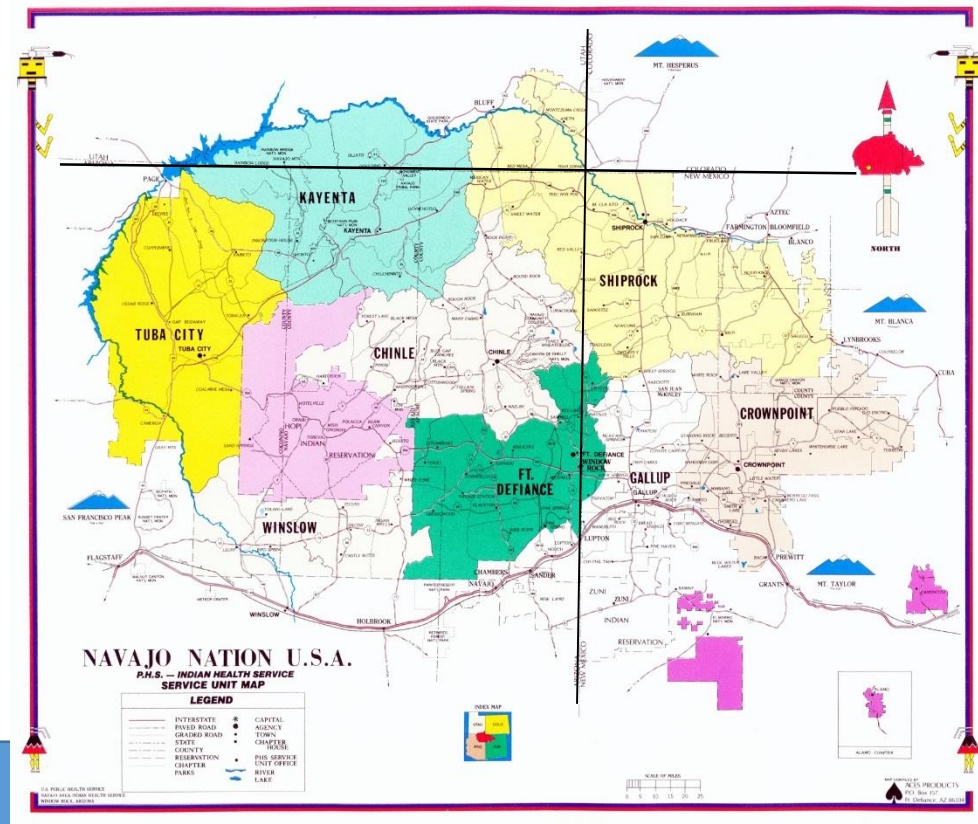


Indian Health Service

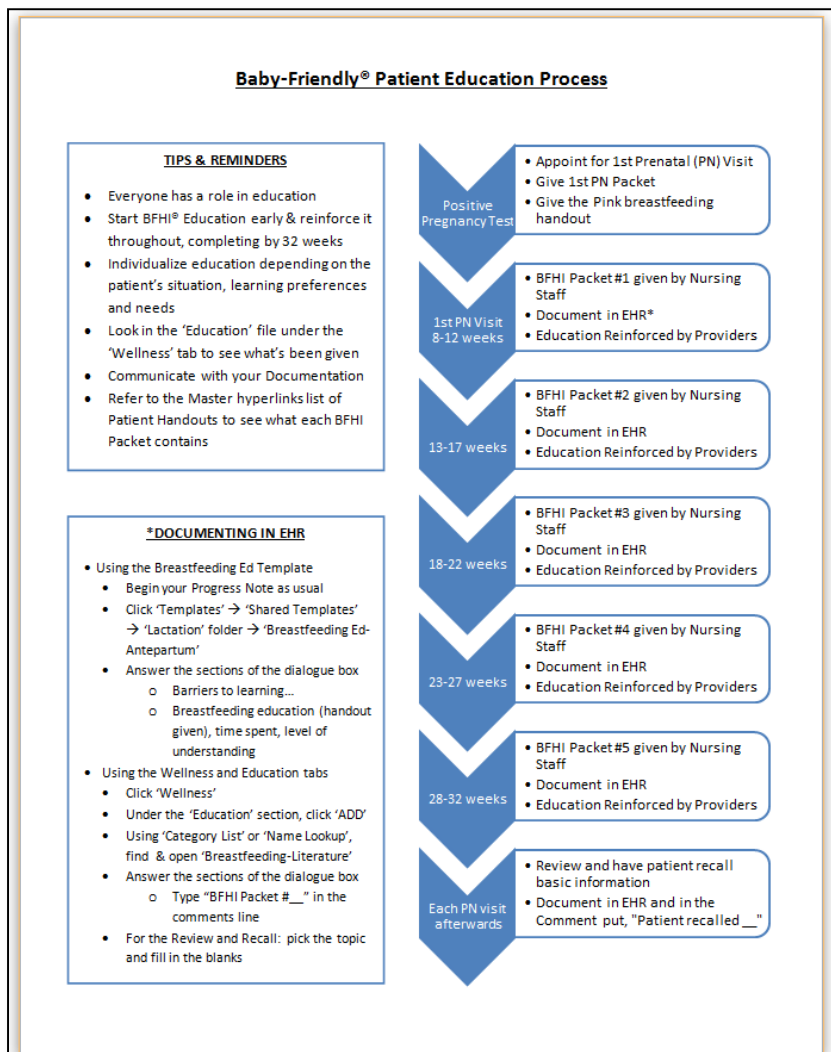
The Federal Health Program for American Indians and Alaska Natives

# Indian Health Service-Shiprock, NM

- Service Unit covers 4 Corners area, UT/CO/AZ/NM
- 67 bed inpatient hospital
- 660 outpatient visits
- 450 deliveries annually
- 2 satellite clinics
- 3 field clinics



# Prenatal Education- Process



- Start with 1<sup>st</sup> PN visit
- Complete by 32 weeks
- Nursing staff provides & documents education
- Providers reinforce & documents education
- Public Health Nurse prn



# Prenatal Education- Process

- Screener/NA/RN

- Determine which packet is needed
- Give appropriate packet(s)
- Discuss BFHI education
- Document

- PHN consults

- prn multiple DNKA's
- gives PN BF Ed based on documentation/need
- Discuss BFHI education
- Document

**Baby-Friendly Hospital Initiative (BFHI)  
Packet distribution**

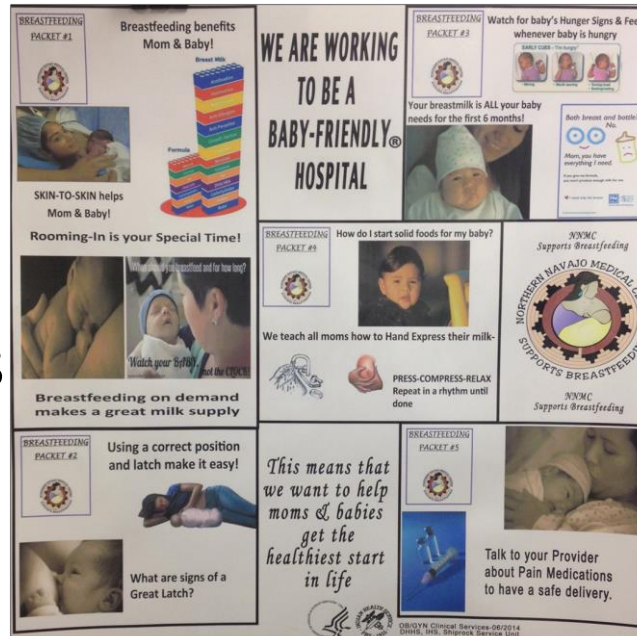
Packet #1	Packet #2	Packet #3	Packet #4	Packet #5
1 <sup>st</sup> Prenatal Visit 8-12 weeks	13-17 weeks	18-22 weeks	23-27 weeks	28-32 weeks

- If patient is lacking any packets: Give patient the packets that equal to how far along they are.
- After all packets have been given and documented, recall the basic information/topics in each packet.

**☺DOCUMENT, DOCUMENT, DOCUMENT☺**

# Prenatal Education- lessons

- More Visuals
  - Posters
  - Handouts
- More Staff tools
  - Chart flags
  - Training



## Using a correct position and latch make it easy!



It's important to position & latch baby correctly because it:

- Helps baby get more milk
- Helps mom make more milk
- Helps prevent sore nipples



## Watch for baby's Hunger Signs & Feed whenever baby is hungry

- Early Hunger Signs (or Cues)
  - quiet/alert state
  - licking or smacking lips
  - opening mouth
  - Rooting
  - looking around
  - hands in mouth
  - stretching



A crying baby has been hungry for awhile

Try Skin-to-Skin to calm baby before nursing ☺

Discuss Breastfeeding with all pregnant women...

"Let's talk about some of the benefits of breastfeeding"

ANSWER: FEWER EAR INFECTIONS, STOMACH INFECTIONS, OBESITY & DIABETES

"Do you know about Skin-to-Skin contact with your baby & why it's so important?"

ANSWER: GOOD FOR BONDING, GETS BREASTFEEDING OFF TO A GOOD START, KEEPS BABY WARM, CALMS BABY

"Do you know about Rooming-In and why it's so important?"

ANSWER: LEARN BABY'S FEEDING CUES, HELPS BABY FEED WHENEVER HUNGRY, MOM LEARNS TO CARE FOR BABY

REMEMBER TO CHART EDUCATION

BFHI PATIENT EDUCATION- PACKET #1

# Prenatal Education- Documentation

- Use your system's advantages
  - Make it easy
  - Get staff input
  - Train users

The screenshot displays an EHR interface for a patient named SAGE-Brunk, KLEINER, ANTOINETTE MARIE RN. The patient's information includes a birth date of 05 Jun 1968, gender F, and a visit date of 02 Oct 2013 at 13:58. The system shows various tabs for patient management, including Exams, Education, and Health Factors. The Education tab is active, showing a list of education topics and their completion status.

Visit Date	Exams	Result	Comments	Provider	Loc
01/31/2013	ALCOHOL SCREENING	NORMAL/NEGATIVE		WELLITO, SHIRLEY A	NO
01/31/2013	DEPRESSION SCREENING	NORMAL/NEGATIVE		WELLITO, SHIRLEY A	NO
02/17/2012	DIABETIC FOOT EXAM, COMPLETE	NORMAL/NEGATIVE		ARTHUR, EVANGELINA CNA	NO
02/17/2012	INTIMATE PARTNER VIOLENCE	NORMAL/NEGATIVE	0/20	ARTHUR, EVANGELINA CNA	NO
02/17/2012	ALCOHOL SCREENING	NORMAL/NEGATIVE	0/4	ARTHUR, EVANGELINA CNA	NO
02/17/2012	DEPRESSION SCREENING	NORMAL/NEGATIVE	0/6	ARTHUR, EVANGELINA CNA	NO
08/30/2011	DEPRESSION SCREENING			KOVICH, HEATHER C MD	NO
08/30/2011	DEPRESSION SCREENING			KOVICH, HEATHER C MD	NO

Education Topic	Comprehension	Status	Objectives	Comment
Breastfeeding-Literature	GOOD	GOAL MET		BFHI PACKET #1 GIVEN
Breastfeeding-Literature	GOOD			BFHI packet #4
Breastfeeding-Literature	GOOD			packet #1
Breastfeeding-Literature	GOOD	GOAL MET		packet #2
Breastfeeding-Literature	GOOD			packet #3 given
Immunizations-Literature	GOOD			
Immunizations-Prevention	GOOD			
Immunizations-Literature	GOOD			
Immunizations-Prevention	GOOD	GOAL NOT MET		

# Tips that worked for us-

- Use the system and influence for best fit
- Know your audience
- Same message, multiple formats
- Use the same words as Baby-Friendly®
- Ensure accurate documentation
- Remember the “why’s”
- Remember outside clinics



# Baby Friendly Prenatal Education Curriculum

## Ochsner Medical Center WestBank Campus

Joan Rooney, MSN, RN, IBCLC

Debbie Reynon-Clinic Operations  
Manager

May 18<sup>th</sup> 2016



# Topics to include

- Benefits of breastfeeding
- The importance of exclusive breastfeeding
- Non-pharmacological pain relief methods for labor
- Importance of early skin-to-skin contact
- Importance of early initiation of breastfeeding
- Importance of rooming-in on a 24-hour basis
- Baby-led feeding
- Frequency of feeding in relation to establishing a milk supply
- Effective positioning and latch techniques
- Exclusivity of breastfeeding for the first 6 months
- Continuation of breastfeeding after introduction of appropriate complimentary foods



PRENATAL VISIT	TOPICS TO EDUCATE	EDUCATION PROVIDED BY	HANDOUT TO BE USED
1 <sup>st</sup> Prenatal (~8 -12 wk )	Benefits of breastfeeding The importance of exclusive breastfeeding Importance of early skin-to-skin contact Importance of rooming-in on a 24-hour basis	MA's, OB's	Breast Milk: A gift only you can provide- Breast Milk Facts, <b>Flip Chart in exam room</b> Skin to Skin Care-Good for Mom and Baby Welcome Baby Softly with Skin to Skin Care First Hug
3 <sup>rd</sup> Prenatal (~16 wk)	Effective positioning and latch techniques	MA's	<b>Collective Sheet- Nourish The power of your Milk(Gold)</b> <b>Flip Chart in exam room</b>
4 <sup>th</sup> Prenatal (~20 wk) *	Benefits of breastfeeding The importance of exclusive breastfeeding Importance of early initiation of breastfeeding Exclusivity of breastfeeding for the first 6 months	MA's, OB's,	Breast Milk Facts <b>Flip Chart in exam room</b> <b>Collective Sheet- Work With Nature (Green)</b>
5 <sup>th</sup> Prenatal (~24 wk)	Frequency of feeding in relation to establishing a milk supply Baby-led feeding Continuation of breastfeeding after introduction of appropriate complimentary foods	MA's	<b>Collective Sheet – Forever Bond (Gold),</b> <b>Collective Sheet- Protect Breastfeeding (Green)</b> <b>Flip Chart in exam room, Collective Sheet- Home Sweet Home (Orange)</b> <b>Flip Chart in exam room</b>
6 <sup>th</sup> Prenatal (~28 wk)	Non-pharmacologic pain relief methods for labor	MA's	<b>Collective Counseling Sheet (Get Ready- Brown)</b>
7 <sup>th</sup> Prenatal (~32 wk)	Benefits of breastfeeding The importance of exclusive breastfeeding Importance of Early Skin-to-Skin Contact Importance of Rooming in 24 hour Basis	MA's, OB's,	Breast Milk Facts, <b>Flip Chart in exam room</b> Skin to Skin Care-Good for Mom and Baby Welcome Baby Softly with Skin to Skin Care <b>Collective Counseling Sheet- Fall in Love (Pink), Collective Sheet- Keeping Baby Close (Purple)</b>

# Initial Prenatal Visit



# Samples



## cOngratulations

on your new addition.

**Welcome to the Ochsner Medical Center - West Bank Family Birthing Center.**  
Our staff is dedicated to providing the best services to you and your family, allowing for a healthy and memorable birth experience.

Ochsner West Bank is proud to practice the Couglet Care Model to promote a healthy bond between our new moms and babies. During your stay you are expected to take the following steps to promote a healthy start for you and your child:

- The first two hours after birth will be dedicated to bonding with your baby. Your baby will be placed directly on your skin for feeding, measurements and baby's first bath.
- Visiting will be limited to immediate family members (mom, dad and baby) during these first two hours to give you a world's first to bond with baby.
- We will not admit visitors in the afternoon or quiet time, or period when lights are dimmed, to give new moms and their support person time to sleep and bond with their baby while utilizing skin-to-skin contact. During this time, hospital personnel will only enter your room as you request.

Ochsner West Bank also encourages and supports 24-hour rooming-in. In the newborn 3000 rooming-in, you will enjoy the opportunity to keep your baby with you throughout your entire hospital stay, allowing you to bond with and get to know your baby better. During your stay, you and your baby will be cared for by an expert nurse, giving you access to personalized care and support. Rooming-in also means that all of baby's lab procedures and nursing physician rounds are your family, increasing your peace of mind during your stay. In order to better facilitate rooming-in, we recommend that you have a support person with you as much as possible during your hospital stay.

Rooming-in supports many added benefits for new moms and babies:

- Babies will often cry less, because they feel an increased sense of safety and security.
- Mom and baby sleep better.
- Moms get more time to get to know their baby better.
- Moms have more time to recognize early feeding cues such as rooting, lip movements and sucking on fingers or hands.
- Moms are able to breast feed more frequently, helping to ensure a larger milk supply for baby.

For additional resources, ask your care team for a copy of the 50/15 Prepared checklist. Also, to learn more about giving your new family a great start, download the Collection app on the iOS or Android.

Sincerely,  
Your Ochsner West Bank Family Birthing Team

**Benefits For Mom:**

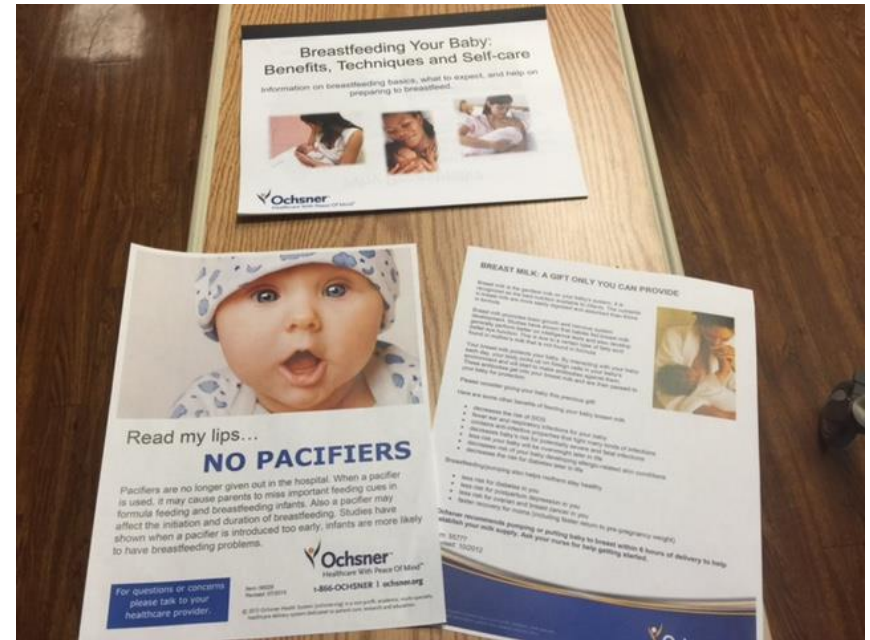
- enjoys bonding with baby
- relaxes mom
- decreases pain
- reduces postpartum bleeding
- increases milk production
- lowers postpartum depression risk

**Benefits For Baby:**

- enjoys bonding with mom
- warms baby with less crying
- helps breathe better
- stabilizes blood sugar
- helps build immune system
- increases breastfeeding success



2000 Lake Charles Way • Gretna, LA 70056 • 504.792.2171 • [ochsner.org](http://ochsner.org)



**Breastfeeding Your Baby: Benefits, Techniques and Self-care**  
Information on breastfeeding basics, what to expect, and help on preparing to breastfeed.

**Read my lips... NO PACIFIERS**  
Pacifiers are no longer given out in the hospital. When a pacifier is used, it may cause parents to miss important feeding cues in formula feeding and breastfeeding infants. Also a pacifier may affect the initiation and duration of breastfeeding. Studies have shown when a pacifier is introduced too early, infants are more likely to have breastfeeding problems.

**BREAST MILK: A GIFT ONLY YOU CAN PROVIDE**  
Breast milk is the perfect food for your baby. It is easy to digest, contains all the nutrients your baby needs, and is always at the right temperature. Breastfeeding promotes baby growth and emotional development. It also helps your baby's immune system and reduces the risk of infection. Breastfeeding also helps you lose weight after pregnancy. Breastfeeding is the best way to ensure your baby's health and happiness. Studies have shown that babies who are breastfed for the first 6 months of life are more likely to be healthy and happy. Breastfeeding also helps you bond with your baby. Breastfeeding is a natural and beautiful experience. It is a gift only you can provide.

**Ochsner Healthcare With Peace Of Mind**  
1-866-OCHSNER | [ochsner.org](http://ochsner.org)



**Get to know your baby and let your baby know you**

**FIRST HUG**

Babies who room-in and are skin-to-skin get to:

- smell you
- hear you
- feel you
- nurse from you
- stay warm
- be calmed and loved by you

For a great start, nurse your baby in the first hour of life and plan on rooming-in.

**Welcome Baby Softly with Skin to Skin Care**

**Ochsner Healthcare With Peace Of Mind**



# Education Tools

## Flip Chart



# Coffective Counseling Sheets



# Ofelia O'Donnell

William Beaumont Army Medical Center, TX



# Susan Spencer -

Baptist Memorial Hospital- Golden Triangle, MS





