Baby Friendly Provider Education
(in ten easy tasks)

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Disclosure:
I have two dogs.
Step Two:

Train all health care staff in the skills necessary to implement this policy.
“Physicians, Midwives, Physician Assistants and Advanced Practice Registered Nurses (APRNs) with privileges for labor, delivery, maternity, and nursery/newborn care should have a minimum of 3 hours of breastfeeding management education pertinent to their role. The content and number of hours of training for staff working outside maternity will be developed by each facility, based on job description and workplace exposure to breastfeeding couplets.”
Bottom Line:
Providers who care for normal newborns and/or mothers in the hospital AND who are employed by the hospital are required to complete the education.
At Amplatz, we simplified the requirement to anyone with privileges on:

- L&D
- Postpartum
- Newborn nursery
Great.

Now what?
Task #1:

Identify administrative allies in positions of power.
Dr. Jim Breitenbucher
VP Medical Affairs & Clinic Operations
U of MN Amplatz Children’s Hospital
Task #2:

Identify physician/provider champion from whom provider communications will be sent.
Me.
Task #3:

Make a list of providers for whom three hours of breastfeeding education is mandatory in order to achieve Baby Friendly certification.
Midwives
OB/Gyns
Pediatricians
Family Doctors
Don’t forget the residents and fellows!
Providers who don’t need three hours:

- Dermatologists
- Plastic surgeons
- Etc…
Task #4: Send your provider champion out to the clinics to chat with providers about Baby Friendly and the educational requirement.
Easy ways to meet the three hour requirement:

- [www.breastfeedingtraining.org](http://www.breastfeedingtraining.org) (9.5 hours of free CME!) fast and painless
- [www.wellstart.org](http://www.wellstart.org) (free, three hours)
- Grand rounds, lactation conferences
- Other online resources:
  - [www.breastfeedingbasics.org](http://www.breastfeedingbasics.org) (free, can use for elective credits)
  - [http://Tensteps.jbpub.com](http://Tensteps.jbpub.com) (11 hours CME, 24.4 CEU’s; $176.95)
  - [http://www.breastfeedingclinic.com/bfdvd](http://www.breastfeedingclinic.com/bfdvd) (Canadian - reciprocal CME through AAFP)
  - [www.bfmed.org](http://www.bfmed.org) (Academy of Breastfeeding Medicine website)
  - [www.lactationtraining.com](http://www.lactationtraining.com) (15 hours, $129)
Task #5:
Anticipate resistance and plan your counter-resistance strategies.
Task #6: Determine how to incent completion of the education.
Gustatorial Pleasures (Bribery)
Healthy Competition
(Public Shaming)
Increased patient satisfaction!  
(More Bribery)
Gentle Authoritative Reminders (Coercion)
Task #7: Set a reasonable deadline for completion.
Task #9: Determine which providers will be physically present in the hospital during the BF site visit.
Task #10: Plan for BF Site Visit - short interviews with providers regarding…

- Latch and positioning
- Accessing lactation services
- Hand expression of breastmilk
- Where to find hospital breastfeeding policy
- Prenatal breastfeeding education
- Management of breastfeeding problems
- Etc.
Questions?