

# The Baby Café of United Hospital

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# What is a Baby Café?

- A free drop-in center for expectant and breastfeeding mothers
- Café style environment
- Follow-up from hospital discharge
- Lactation Consultant and other resources available



# History

- 2000 in the UK
- 2005 became a Charitable Trust
- First Café in the USA 2007
- Over 100 cafés worldwide

# Reasoning

- To provide weekly, ongoing support at no cost
- To increase exclusive and duration BF rates
- To provide a positive impact in the community
- To satisfy the 10<sup>th</sup> step of the Baby Friendly Hospital Initiative



# How is this Different?

- Non-traditional
- Weekly
- Casual
- Snacks
- Interactive
- No fee
- LC available





# Baby Café of United Hospital

- St. Luke Lutheran Church St. Paul, MN
- Wednesdays 12-2



# Advertising

- Prenatal classes
- Post-partum discharge folders
- Nurse's weekly newsletter
- Allina website
- WIC
- Doctor's offices
- Local coffee shops/businesses/newspaper

# Attendance

- May 11-September, 35 mother/baby pairs served





# Why a Baby Café?

- No need to reinvent the wheel
- Proven effective
- Worldwide link appealing
- Support through website
- Use of name and logo



# Location

## Hospital Based

- Ample parking
- On Public Transportation route
- Availability of supplies
- Established institution
- Higher visibility

## Community Based

- De-emphasize the professional component
- Community atmosphere nurtures peer to peer support
- Encourages social connections
- Supports maternal confidence

# Location

## Hospital Based

- Fee for parking
- Room availability varies, may be difficult to find
- Germ factor
- May not get other-hospital moms to come
- Message that breastfeeding needs intervention

## Community Based

- Finding an available location may be difficult
- Lack of validation by a “known” institution
- Credibility may take time to establish
- Availability may vary from week to week

# Cost

- Start packet - \$75
- Licensing Fee - \$300
- Salary for one LC 2 ½ hours/week
- Salary for CLC/Peer Leader
- Printing Costs
- Supplies (food, beverages, cups, etc.)

# Lessons Learned

- Patience
- Befriend your media relations person
- Scale may be helpful for weight checks
- Tell people more than once





# Hopes and Dreams

- A group of 10 moms or more
- “Veteran” moms
- Cafés on every corner
- Many choices of days and times
- Support from media, community, health care professionals
- Facilitators from different ethnic backgrounds

# Website Info

[www.thebabycafe.org](http://www.thebabycafe.org)