Breastfeeding Management and Counseling for the Health Care Team: A Deep Dive

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Discovery – Dissemination Phase

Positives
- CEO signed September 2013
- Part of Fairview Health Services System
  - Hospital Infant Feeding Policy
  - Staff training with other Fairview sites
  - Teaching curriculum
  - Data collection

Road Blocks
- Task Force-Provider Lead
- Managers/Staff turnover
- Providers/Staff not invested
- Providers and required education

Designation Phase

February 2017!!
- Working on orienting all departments
- Training all staff and providers
- Competencies for staff and providers
- Fostering continuity of care
- Supportive staff and providers
- Support from other sites who have achieved Designation

Road Blocks
- Providers and required education
- Still no Provider Lead
- Attestation of Purchase of Breast Milk Substitutes work with Supply Chain/Materials Management
The Future of Baby-Friendly at Fairview Range

Sustainability

- Collaboration with Public Health Department
- Prenatal & Childbirth Education
- Clinic education and resources
- Inspiring staff to become 5-day lactation-trained (CLE, CLS, CLC) and to become IBCLCs in the clinic and hospital
- Requiring Baby-Friendly training as part of orientation for all providers and staff caring for mothers or babies