When Community Programs Collaborate: 
a look at the breastfeeding support program from Champions for Children & REACHUP INC
Objectives

After this presentation you will be able to:

- identify challenges in community program design and how they can best be overcome

- discuss the ways that the partnership affects breastfeeding rates in a larger community context

- discuss the ways that the partnership affects breastfeeding rates on a micro family level
Amy Bohler, IBCLC

- IBCLC for 8 years, started working in breastfeeding support in 2010 at WIC in Pinellas County.
- Prenatal and Lactation Services Coordinator at Champions for Children, abcProgram
- interested in how breastfeeding can support attachment and infant mental health
- Mamma to Avery, 10 & Caspian, 5
Ankita Patel, BS, MPH

- GROWTH with Doulas and Dads program manager
- Public Health professional, with focus on maternal and child health
- Interest on community impact on social change and women’s health
Champions for Children History and Overview

- Founded in 1977 by the Junior League with a focus on treating abuse, under the name Community Council on Child Abuse, later Child Abuse Council
- In 2000 shifted focus towards preventing child abuse and neglect
- Changed names to Champions for Children to better reflect the current mission
- Nationally Accredited
- Provide a variety of evidence based and research informed programs to support parents and caregivers
- “Strong Families. Thriving Children.”
Can you Name a Champions for Children program?

- Parents as Teachers
- Baby Bungalow
- P3
- Health Families
- Kids on the Block
- FRANC
- Layla’s House
- manage two Children’s Board Family Resource Centers
- and of course The abc Program
Program History

- Originally prenatal education funded through Healthy Start Coalition managed by USF then YMCA then Champions for Children
- Under the guidance of Alex Boyer, focus became two pronged: prenatal education and breastfeeding support
- Focus was on home visits, then Baby Cafe
- In 2012, ReachUP was writing a funding proposal for the Children’s Board to provide a community Doula Program and invited Champions to join the party as a provider of prenatal education and breastfeeding support
Program Goals and Service Delivery

- A Breastfeeding and Childbirth Program
- Prenatal education: Newborn Care, Breastfeeding Basics, Boot Camp for New Moms & New Dads
- Childbirth Classes through Layla’s House
- Community Health Care Provider Breastfeeding Education
- Bulk of services: Breastfeeding Support
Our breastfeeding support is mostly offered through the Baby Cafe model.

- Free
- Open to the public, no income or other eligibility requirements
- No appointment needed
- Staffed by IBCLCS
- Hybrid of group and individual consults
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<thead>
<tr>
<th>Children’s Board First Year</th>
<th>Children’s Board through Reach Up</th>
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<tbody>
<tr>
<td>Baby Cafe at Layla’s House</td>
<td>Baby Cafe at USF Pediatrics</td>
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<tr>
<td>Breastfeeding services at Baby Bungalow</td>
<td>Baby Cafe at Brandon</td>
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<tr>
<td>Newborn Care, Boot Camps</td>
<td>Breastfeeding Basics, Community breastfeeding education</td>
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REACHUP, History and Overview

• Central Hillsborough Healthy Start Project in 1997, a project of the Lawton & Rhea Chiles Center for Healthy Mothers & Babies, USF College of Public Health

• REACHUP, Inc. was officially incorporated in the summer of 2006 and received its 501c3 non-profit status.

• Mission
  To advocate for and mobilize resources to help communities achieve equality in healthcare and positive health for families

• Vision
  To be known as a nationally recognized center of excellence, assisting in creating a community where there is equality in health care and health for all families

• Motto
  Committed to Research, Education and Advocacy for Healthy Living!
VISIBILITY AND INFLUENCE

REACHUP, Inc.
- Central Hillsborough Healthy Start
- Nurse-Family Partnership
- Kinship Care
- Maternal Medical Home
- 24/7 Dad®
- Affirming Fatherhood Conference
- Growth with Doulas and Dads
- Let’s Talk About It! Stress Management
- Black Infant Health Practice Initiative
- Children’s Board Family Resource Center
- Improving Men’s Health Status
GROWTH with Doulas and Dads

History Goals service delivery

- Formerly, Special Delivery Doula
- Began as a grant program though USF, College of Public Health (1999)--Happy 20th Anniversary!
- 2012, REACHUP, Inc. collaborated with UCP, Inc. and Champions for Children, Inc. to redesign the doula program with funding from the Children’s Board of Hillsborough County.
- As of Fall 2018, completely under the REACHUP system of care.
- Worked to build partnerships with Tampa General Hospital and St. Joseph’s Women’s Hospital.
• Free to any Hillsborough county resident
• DONA certified Doulas
• Home visitation Prenatal and postpartum support
• Childbirth education
  • Classes at Genesis women’s center and Suncoast community health centers in Ruskin, Dover, and Plant City
• Case management and community resource referrals
Nature of Partnership

What is a Partner? What do you look for in a partner? What makes a good community partner?

Some beautiful things about this partnership:

- **Monthly collaborative meetings**
- **Respect for individual expertise:** Rather than hire their own IBCLCS, or prenatal educators, Reach Up recruited a partner who was already doing this work in the community, which reduces start up time, competition, etc.
- **Willingness to have difficult conversations to best design services:** In the planning stages there was some resistance to having an outside organization provide childbirth education. The goal in this was to have a developed standardized curriculum with measured outcomes.
- **Willingness to change and grow:** As the program developed, and times (read: funding!) changed, there was less demand for formalized childbirth education. Doulas now provide one on one childbirth education, and send referrals for families who request more intensive childbirth classes.
- **Transparency, trust, no backbiting**
<table>
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<th>REACH UP</th>
<th>Champions for Children</th>
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<tr>
<td>Breastfeeding support and education</td>
<td>intensive and ongoing breastfeeding support</td>
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<tr>
<td>The value of a free community doula program, working as a team to support mothers</td>
<td>IBCLC expertise available for formal and informal staff training</td>
</tr>
<tr>
<td>Immediate breastfeeding triage after birth with the Doulas CLCs</td>
<td>Prenatal education: breastfeeding basics, childbirth, boot camps</td>
</tr>
<tr>
<td>Families: doulas send referrals to us for each mom enrolled in their program</td>
<td>Families: send referral from our classes and other programs</td>
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<tr>
<td>opportunities to make new connections with other families and agencies through outreach and events</td>
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Layers of support and education

- Meet with her doula and talk about breastfeeding. Mother expresses some concerns so the doula refers her to Champions’ breastfeeding class.

- Take a prenatal breastfeeding class and form a relationship with the IBCLCs.

- Have Doula support mom with latching baby immediately after birth.

- Continue to communicate with doula after birth regarding breastfeeding concerns.

- Receive a phone call in the first few days after birth from Baby Cafe’s IBCLC to help troubleshoot any breastfeeding issues. Doulas follow up with support and guidance.

- Attend a Baby Cafe to get hands on help and support if more serious troubles arise.

- Visit with a doula regarding how to continue meeting breastfeeding goals at 2 month close out meeting.

- Receive consistent culturally appropriate evidence based breastfeeding support from all parties involved.
Outcomes, rates etc

- Q1, 96 babies delivered
- 93% Breastfeeding initiation rate
  - Higher than state (86%) and County (90.6%)*
- 136 clients enrolled
- 1010 home visits completed
330 individual moms in that fiscal year.
Snapshot of our clients:

out of 77 participants who attended a REACHUP funded Baby Cafe in Oct - Dec 2018.
12 delivered with a doula.
Case studies

- Prior to delivery (education)
- Breastfeeding barriers
- Sustaining
Looking forward

- Communication and Support from community network
- Community outreach and education
- Build on existing partnerships, expand reach
- Effectively interpreting data to improve service delivery
Questions? Comments?

Are you experiencing breastfeeding issues?
Are you pregnant & interested in breastfeeding?

Free Professional One on One breastfeeding support at Tampa Bay Baby Café
Drop In, no Need for Appointment at these Locations:

<table>
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<tr>
<th>Tuesdays 10-12</th>
<th>Thursdays 12-3</th>
<th>Fridays 10-12</th>
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<tbody>
<tr>
<td>Brandon Family Resource Center</td>
<td>USF Pediatrics</td>
<td>Layla’s House</td>
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<tr>
<td>1271 Kingsway Road</td>
<td>17 Davis Blvd #100</td>
<td>1506 E Eskimo</td>
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<tr>
<td>Brandon, 33510</td>
<td>Tampa, 33606</td>
<td>Tampa, 33604</td>
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Other dates/times available by appointment
Call us at 813-673-4646 ext. 1127. Phone support: 813-817-8084
Main Office: 3108 Azeele St. Tampa, 33609

To Schedule an intake appointment please call 813-712-6300