



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
- FRANCO
- Layla's House
- manage two Children's Board Family Resource Centers
- and of course The abcProgram

abcProgram 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

abcPogram 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

babycafé

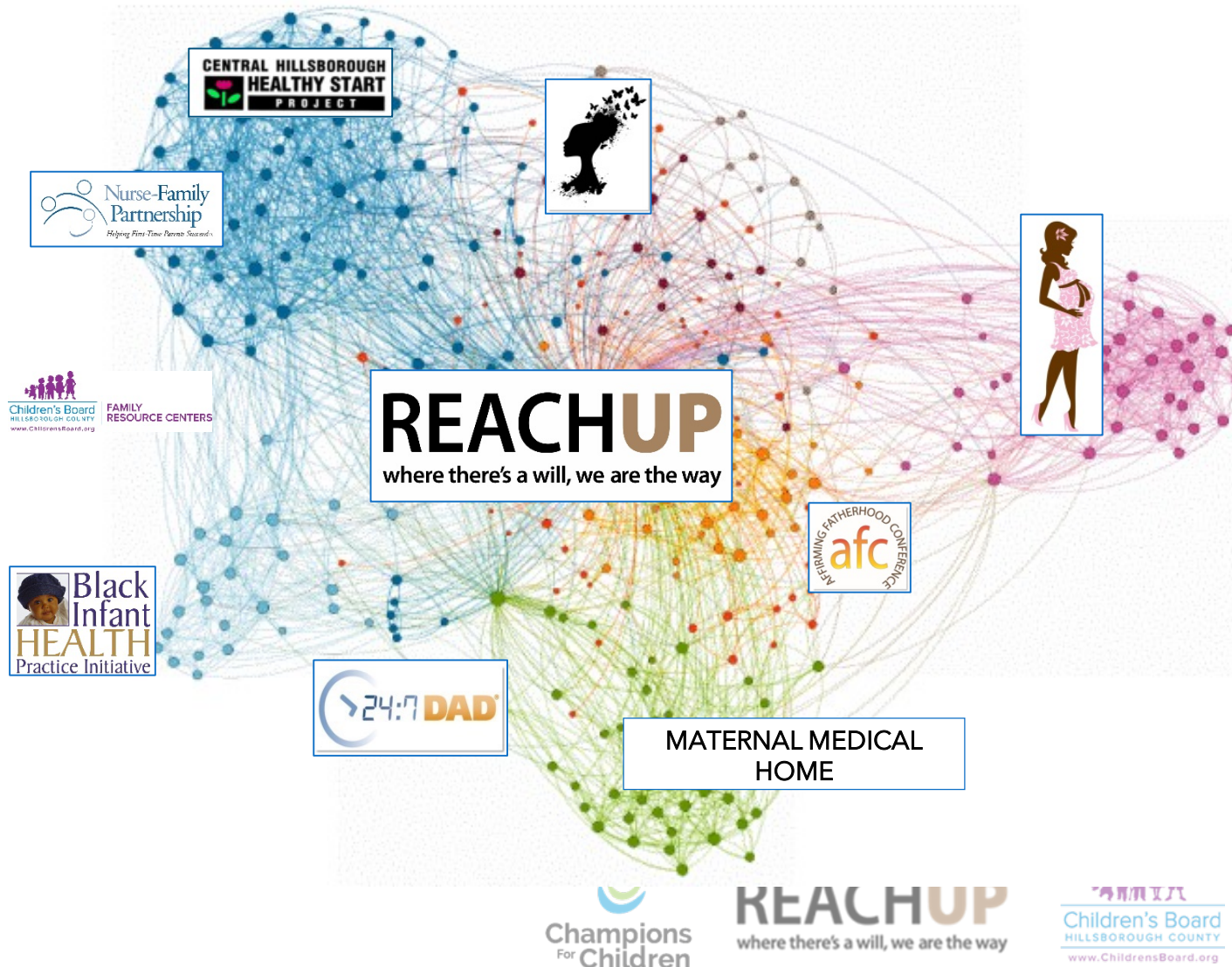
- Our breastfeeding support is mostly offered through the Baby Cafe model.
- Free
- open to the public, no income or other eligibility requirements
- No appointment needed
- Staffed by IBCLCS
- Hybrid of group and individual consults

Children's Board First Year	Children's Board through Reach Up
Baby Cafe at Layla's House	Baby Cafe at USF Pediatrics
Breastfeeding services at Baby Bungalow	Baby Cafe at Brandon
Newborn Care, Boot Camps	Breastfeeding Basics, Community breastfeeding education

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 through 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 a partnerships with Tampa General Hospital and St. Joseph's Women's Hospital.



Giving Resource Opportunities With Trust and Hope.

- 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**

What we bring to the table

REACHUP	Champions for Children
Breastfeeding support and education	intensive and ongoing breastfeeding support
The value of a free community doula program, working as a team to support mothers	IBCLC expertise available for formal and informal staff training
Immediate breastfeeding triage after birth with the Doulas CLCs	Prenatal education: breastfeeding basics, childbirth, boot camps
Families: doulas send referrals to us for each mom enrolled in their program	Families: send referral from our classes and other programs
opportunities to make new connections with other families and agencies through outreach and events	opportunities to make new connections with other families and agencies through outreach and events

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.



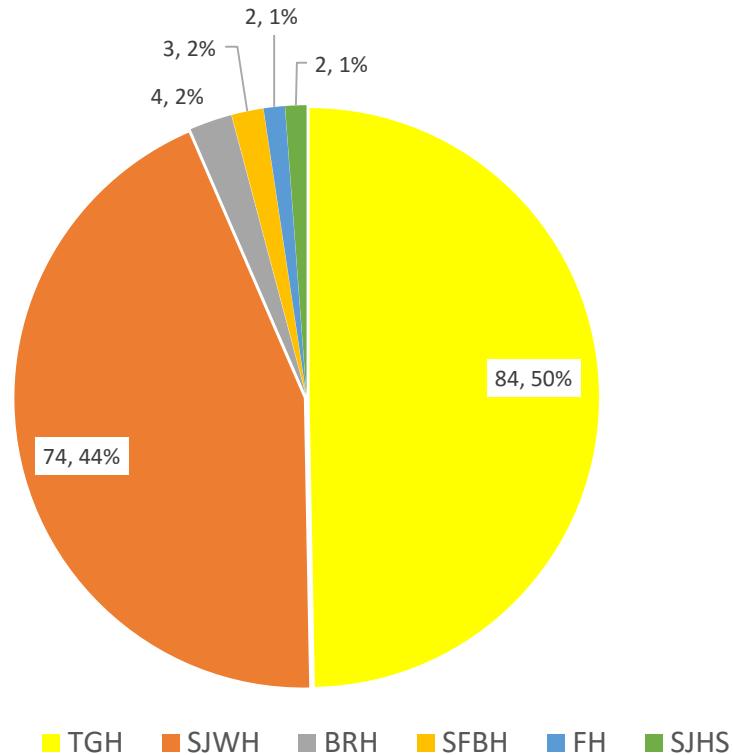
Visit with a doula regarding how to continue meeting breastfeeding goals at 2 month close out meeting.



- Receive consistent culturally appropriate evidence based breastfeeding support from all parties involved.

Outcomes, rates etc

Growth Hospital Deliveries



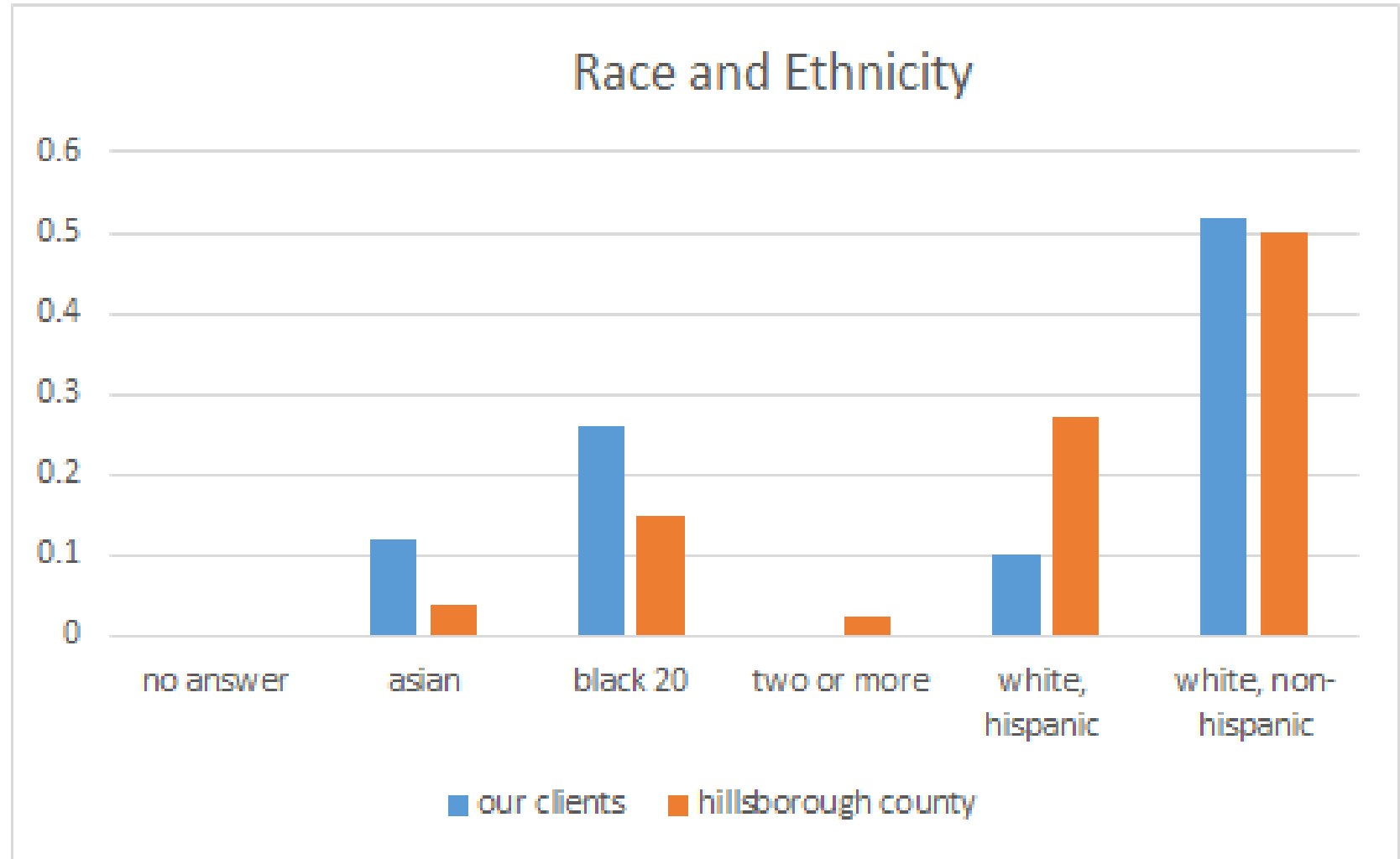
- Q 1, 96 babies delivered
- 93% Breastfeeding initiation rate
 - Higher than state (86%) and County (90.6%)*
- 136 clients enrolled
- 1010 home visits completed

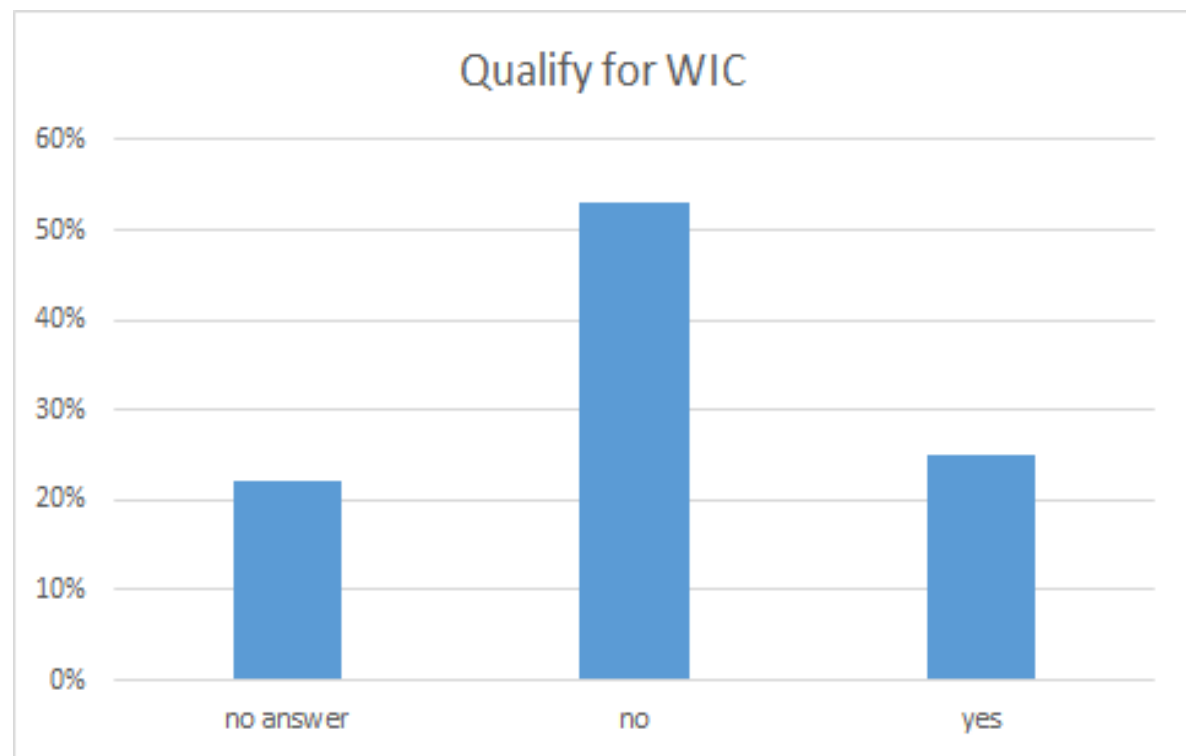
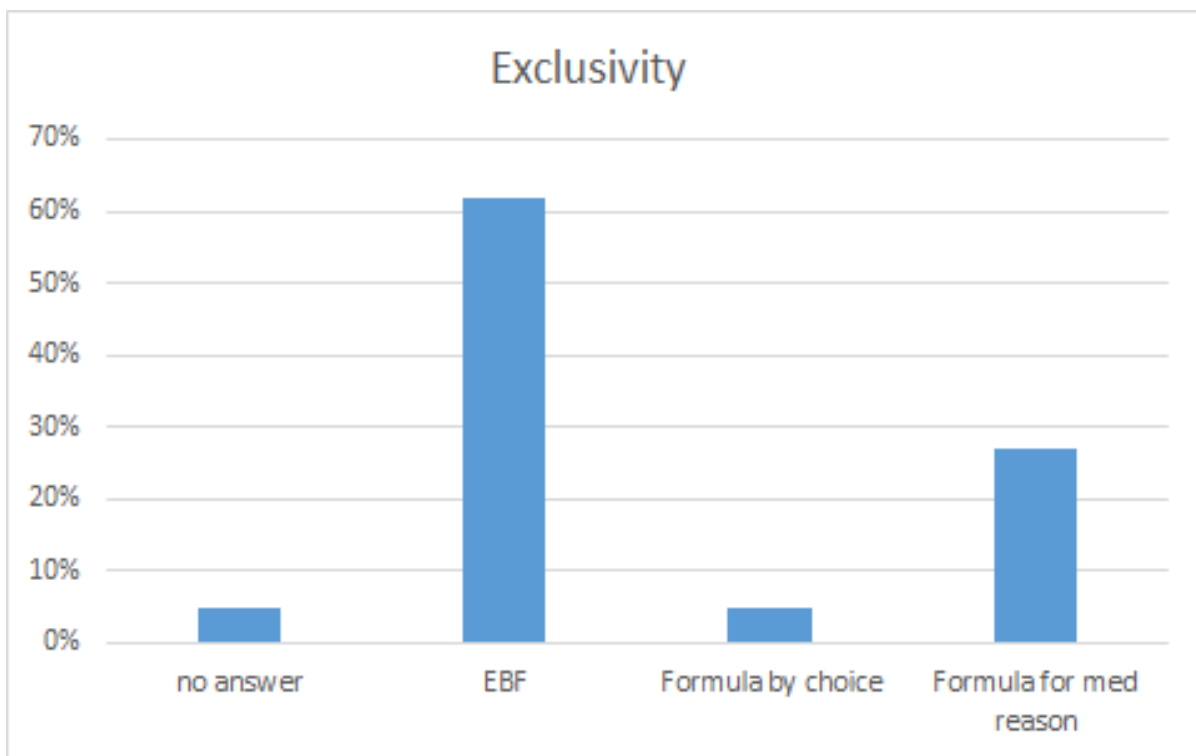
330 individual
moms in that
fiscal year.

	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	YTD
SERVICES													
# of Individual Services delivered at Baby Café - Children's Board Family Resource Center - Brandon	20	19	18	23	14	16	17	28	12	21	17	12	217
# of Individual Services delivered at Baby Café at Layla's House	9	6	11	7	8	6	6	6	20	13	17	17	126
# of Individual Services delivered at Baby Café at USF Pediatrics	15	11	11	10	15	6	6	17	15	17	17	18	158
# of Individual Services delivered at Mobile Locations (home or office visits)	7	4	11	10	6	11	13	9	2	2	10	5	90
Total # of Individual Services delivered at all Baby Café locations (sum of above)	51	40	51	50	43	39	42	60	49	53	61	52	591
PARTICIPANTS													
Baby Café - Unduplicated Adults served within each month	37	31	35	40	32	27	34	45	39	42	48	43	
Prenatal Education Services - Unduplicated Adults served	10	9	9	11	9	5	5	13	12	1	9	20	113
SDD PROJECT													
# of post-partum phone contacts to Doula Participants to support Breastfeeding	14	17	18	11	14	16	10	18	27	25	35	24	229
# of Unduplicated (YTD Cumulative) Doula Participants provided intensive breastfeeding services - (Goal=50)	7	9	6	6	6	13	3	11	12	13	18	15	119

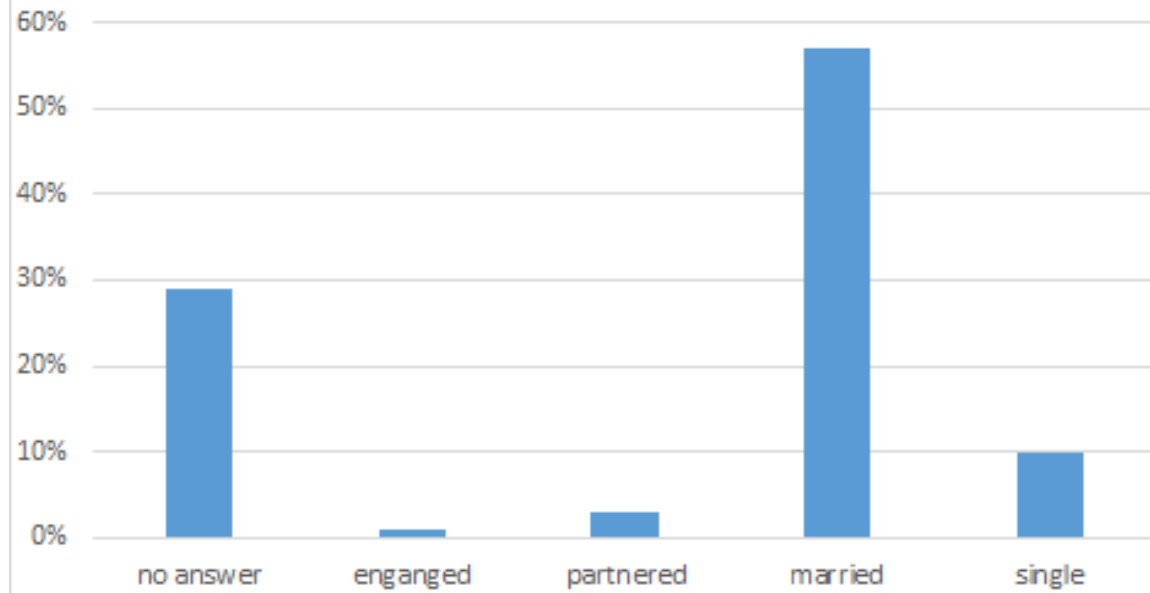
Snapshot of our clients:

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

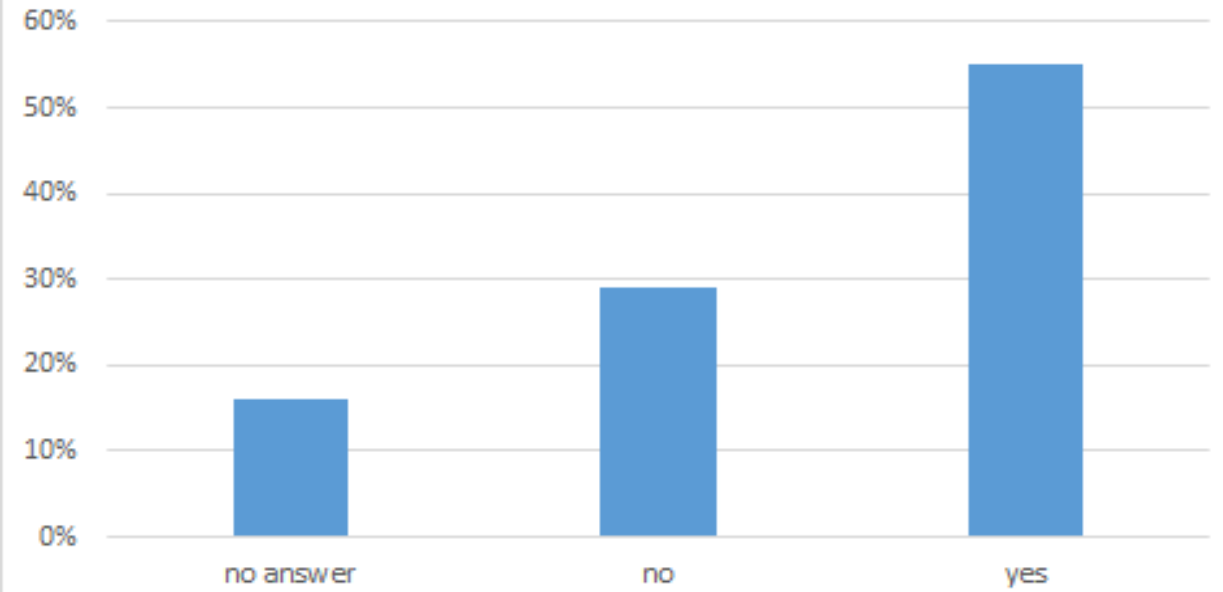




Martial Status



Return to Work in the first year of baby's life



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:

Tuesdays 10-12	Thursdays 12-3	Fridays 10-12
Brandon Family Resource Center	USF Pediatrics	Layla's House
1271 Kingsway Road	17 Davis Blvd #100	1506 E Eskimo
Brandon, 33510	Tampa, 33606	Tampa, 33604

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

