ASTHO Breastfeeding Learning Community
Year 3
Learning Session #4

For Audio, Please Dial: 1-866-740-1260
Ext. 3185462#
ASTHO Breastfeeding Learning Community

Orange: Award States
Blue: Coalition Enhanced Award States
Welcome and Introductions

- **ASTHO**
  - Lisa Waddell, Chief, Community Health and Prevention

- **CDC**
  - Carol MacGowan, Division of Nutrition, Physical Activity, and Obesity
Call Objectives

▪ Discuss tele-lactation successes and lessons learned in Nevada

▪ Identify opportunities to implement tele-lactation in your state

▪ Facilitate state-to-state learning among states doing similar activities

▪ Share resources and tips for success to support work across all topics

▪ Collect and address technical assistance requests
Agenda

2:00-2:05  Welcome and Introductions
2:05-2:20  Learning Community Moving Forward
2:20-2:45  Tele-Lactation: Nevada’s Experience
2:45-3:45  Celebrating State Successes
3:45-4:00  Next Steps and Final Report
Learning Community Moving Forward

• Learning Community Structure
• Year Five Funding
• Technical Assistance Opportunities

We will update states as we move forward!
Pacify Smartphone App

Lindsey Dermid-Gray, MPH, CLC
Statewide Breastfeeding Coordinator
Nevada WIC Program
Pacify Smartphone App

Partnership with Nevada WIC
ASTHO Breastfeeding Learning Community
May 16, 2017
Overview of Services & Nevada WIC’s Implementation
What is Pacify?

- App downloaded to your smartphone
- Expert help for new parents, 24/7 in English and Spanish
- Unlimited video consultations with lactation consultants, nutritionists, and pediatric nurses
Pacify’s Introduction to Nevada WIC

Number of IBCLCs per 1,000 Live Births, Western Region

<table>
<thead>
<tr>
<th>State</th>
<th>IBCLCs per 1,000 Live Births</th>
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<tr>
<td>U.S.</td>
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<tr>
<td>Alaska</td>
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<td>Oregon</td>
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<td>Washington</td>
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14 clinics
GOALS

✓ Increase initiation, duration and exclusivity of breastfeeding

✓ Healthy eating habits and increased nutrition awareness

✓ Retention of children and engagement with other WIC services (recert., etc.)

BREASTFEEDING RATES (CDC 2016)
NV WIC Clinic Roll Out

- Notified of OA grant award in March 2016
- DC-based Pacify team travelled to Nevada to conduct trainings in WIC clinics
  - How to introduce Pacify, to whom (target population identified as moms in late prenatal – early postpartum period)
  - How to download app, conduct test call with participant
In-Clinic Smart Tablets
Continuation of Care: Weekly Reporting

- Pacify provided weekly reports with the following encrypted information:
  - Mom’s name
  - Date / time of call
  - Reason for calling
  - Care Plan
  - Need for Pacify IBCLC follow up
  - Participant’s rating of encounter and qualitative feedback

- WIC clinic staff could circle back with mom, closing care loop
WIC Participant Feedback

“I liked her. She was really nice and said a lot of stuff that will help me in the end!”

-Elko WIC Participant, August 18

“Very nice and helpful and patient. I’m so thankful for her teaching me how to use the nipple shield to get my baby to start latching.”

-Carson City HHS Participant, July 25

“She was very helpful and I really liked the advice she gave me!”

-Pahrump WIC Participant, September 16
“We have had a huge success with enrolling moms and dads in the program and they absolutely love the opportunity to connect 24/7 with experts.

We live in an extremely geographically isolated area with few healthcare professionals and the app has been such a great asset to families, especially those with low incomes who have limited access to healthcare...

I can’t say enough about how important this service has been to our clients...”

-Judy Andréson, Executive Director
Elko, Nevada
By the Numbers

Nevada WIC Enrollees

- Total Enrollment: 598
- Total Clinical Consultations: 625
  - Lactation calls: 176
  - Nurse calls: 276
  - Dietician calls: 173
- Average Star Rating: 4.5 / 5
- Average Call Length: 7 minutes
- Average Age: 27 years old

Most frequent Issues

1. Milk supply (low, perceived)
2. Sore nipples / pain
3. Latch
4. Cold / flu symptoms
5. Food introduction
6. Constipation / diarrhea
7. Formula
8. Strong let-down
9. Return to work (pumping)
10. Engorgement

Note: Data on most frequent issues based on Pacify's full patient load, as of 2016
Assets

- Spanish Language
  - Nevada currently has no Spanish speaking IBCLCs
- 24/7 availability
  - Asset for moms with transportation or child care concerns, common middle-of-the-night concerns
  - 1/3 of calls made outside of clinic hours
- Pacific staff often refer back to WIC clinic, strengthening relationship

Concerns

- Impact on existing WIC contract IBCLCs
- Low income population having access to smartphone technology
- FNS has required discontinuation of RD and RN functionality for WIC
Lessons Learned

- WIC visit model made reaching moms at optimal Pacify enrollment time challenging
  - Largely resolved by running reports for women in last trimester of pregnancy and asking clinic staff to call them on down time / during no-shows

- Some WIC clinic staff nervous about new technology
  - Largely eventually alleviated by training, support
Next Steps: Push Notifications

The value of push notifications:

Education & Communication
Reminders / updates at key moments during the peri-and post-natal periods

Increased Utilization
Reminding participants about access to support yields more engagement with WIC services
Thank you!

Lindsey Dermid-Gray, MPH, CLC
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