

Prenatal Clinic Report

Prenatal clinic leads, providers and staff were surveyed to gauge level of involvement, knowledge and interest in breastfeeding promotion. Read on for results & next steps.



MICHIGAN STATEWIDE: AGGREGATE

Report Date: February 14, 2018

PRENATAL CLINICS SHARED THEIR INSIGHTS

Prenatal clinic leads, providers and staff from clinics across Michigan were surveyed to help:

- Understand current perspectives on breastfeeding promotion and existing practices within the prenatal clinic
- Determine perceptions about relationships with and referrals to community support organizations, like WIC
- Gauge interest in broader community coordination and quality improvement activities

THE RESULTS ARE IN

More than 40 prenatal clinics participated in the surveys. Their responses have been compiled into reports, which include:

- Custom takeaway summaries based on findings from the clinics (page 1)
- Aggregate statewide data for each of the stakeholder groups that participated (pages 2-4)
- Key takeaways and recommended next steps to address clinic's needs and interests (page 2)
- Toolkit of free materials with suggestions about how they can be used in the clinics (page 5)

TAKEAWAYS FOR THE STATE

- **Everyone could benefit from a little motivation!** Survey results from leaders and staff alike indicated that there is interest in doing more to promote breastfeeding. *Why Breastfeeding for Prenatal Clinics* is a short video duo that has been provided to every participating clinic to give a little shot of motivation. (Video links on page 5.)
- **Prenatal staff education on WIC is needed.** Most clinic surveys illustrated a gap in staff knowledge on WIC qualifications and benefits. Help is on the way in the form of *About WIC Posters*, targeting staff and patients, and *WIC Brochures* provided in the toolkit (page 5) to every participating clinic.
- **The office environment can be used like a billboard!** Most clinic leaders expressed a willingness to use their office space as a billboard by hanging posters of breastfeeding mothers and babies. The *Key Message Posters* (page 5), provided to all participating clinics, can help to normalize breastfeeding with their images and simple messages.

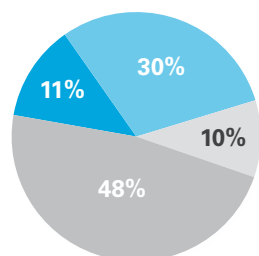
TURN YOUR DATA INTO ACTION

We listened! Based on clinic responses, we've identified immediate actions participating clinics can take with tools being provided for FREE through the Michigan WIC Statewide Initiative II. This toolkit (page 5) of educational and referral materials can be used in clinics to improve breastfeeding outcomes, increase referrals, and surround families with the support they need to succeed.

PRENATAL CLINIC SURVEY: KEY DATA FROM CLINIC LEADS

PREFERRED HOSPITAL'S BABY-FRIENDLY STATUS

The graph below illustrates that almost half of clinic leads across the state are unaware of their preferred hospital's Baby-Friendly designation status.



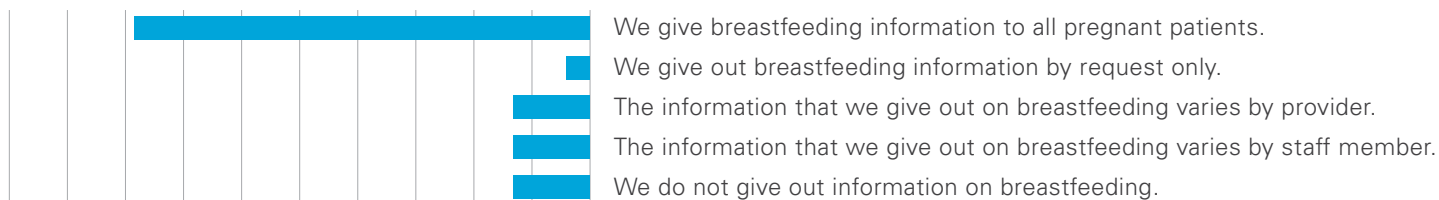
My preferred hospital...

- Is Baby-Friendly designated.
- Is working toward Baby-Friendly designation.
- Has no plans to engage in the Baby-Friendly pathway.
- I am unaware of the hospital's Baby-Friendly status.

Takeaway for the State: Engaging in the Baby-Friendly Pathway and promoting evidence-based practices are growing trends among Michigan hospitals. Now is the time for prenatal clinics to ensure every patient they touch is well-prepared for the hospital experience. Clinics are encouraged to participate in a hospital task force to keep abreast of their hospitals' progress.

PATIENT BREASTFEEDING EDUCATION MATERIALS

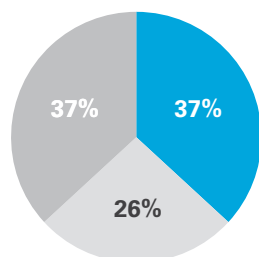
The graph below shows that Michigan prenatal clinics are committed to providing breastfeeding information to patients as many clinics give printed breastfeeding materials to all pregnant patients.



Takeaway for the State: Most clinics are committed to providing information on breastfeeding to their patients. The use of a consistent message in the community can help to ensure that the education delivered translates to improved breastfeeding outcomes. Materials provided to the clinics build on the messaging already being used at their community WIC office.

RELATIONSHIP WITH WIC

The graph below highlights an opportunity for prenatal clinics to communicate with their local WIC agencies as a majority of clinic leads across the state have no primary contact, or do not know if they have a primary contact, at their local WIC agency.



Do you have a primary WIC contact?

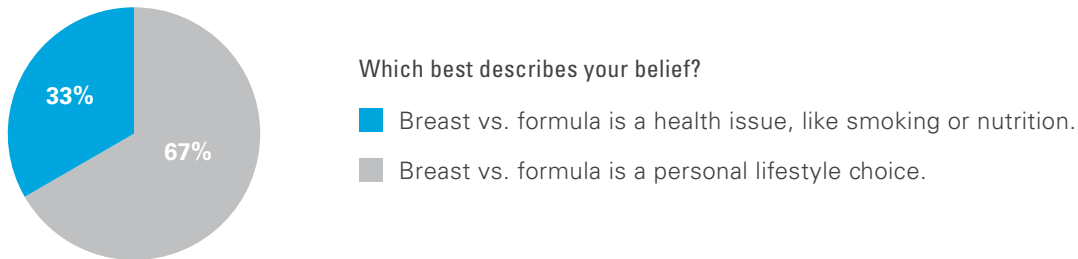
- Yes
- No
- I don't know

Takeaway for the State: There is great opportunity for coordination between prenatal clinics and WIC agencies. Each participating clinic was given contact information for its local WIC Breastfeeding Coordinator. WIC contacts have been encouraged to deliver the prenatal toolkit materials in-person to their clinic to strengthen the connection and offer assistance.

PRENATAL CLINIC SURVEY: KEY DATA FROM PROVIDERS

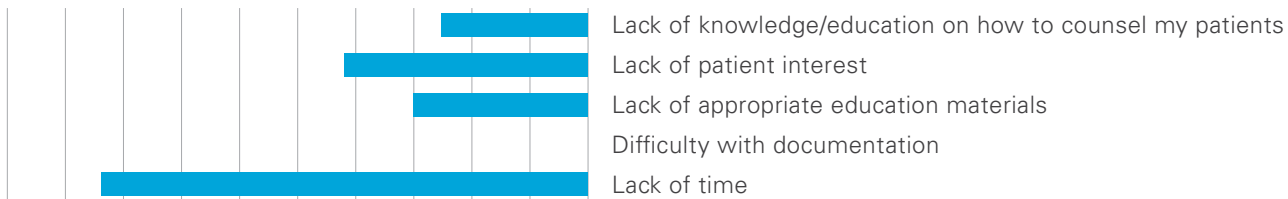
BREASTFEEDING AS A PUBLIC HEALTH DECISION

The graph below shows that a majority of providers in prenatal clinics view the decision between formula and breastfeeding as a lifestyle choice. To improve breastfeeding outcomes in our state, more education is needed so that ALL providers view breastfeeding as a public health decision.



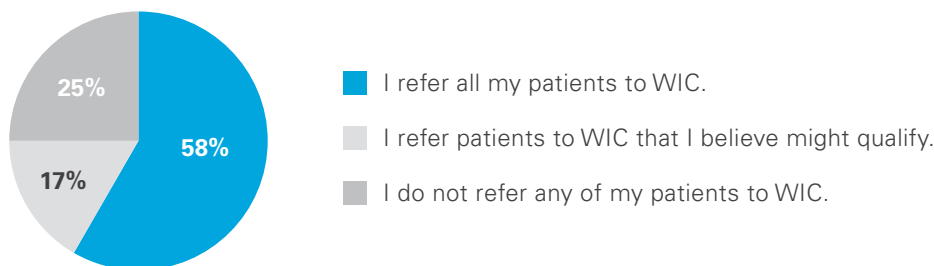
BARRIERS TO BREASTFEEDING EDUCATION

A majority of providers cite lack of time as a primary barrier for providing breastfeeding education in the clinic. Providers need effective and efficient actions that they can start right away to engage patients in a time-sensitive discussion on breastfeeding.



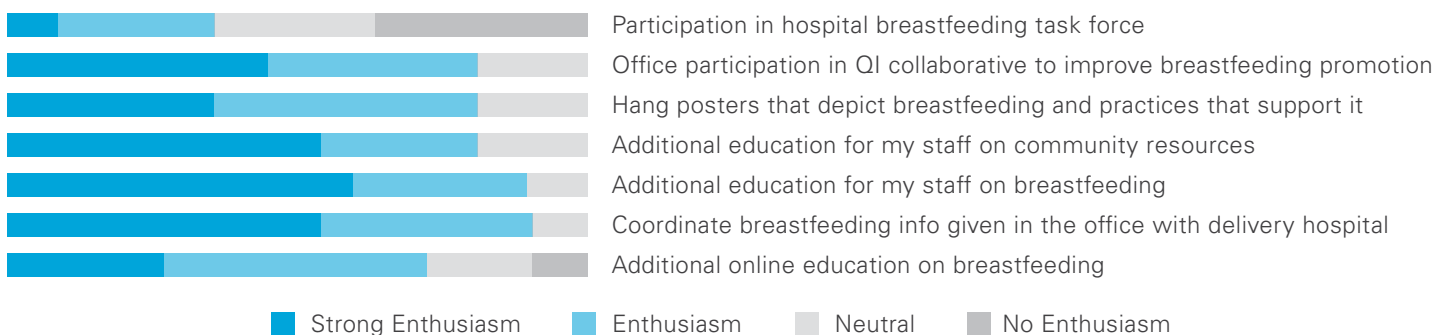
PROVIDER REFERRALS TO WIC

The graph below indicates that providers need more education on WIC income qualifications as many do not refer patients to WIC, or only refer those they believe might qualify. Providers in the prenatal clinic could also benefit from tools to make referrals easier.



INTEREST IN QUALITY IMPROVEMENT TOOLS & ACTIVITIES

Utilizing tools provided through this initiative and participating in future coordinated activities with associated hospitals and community support organizations will enhance the quality improvement efforts that prenatal clinic leads are interested in.



PRENATAL CLINIC SURVEY: KEY DATA FROM STAFF

BREASTFEEDING PROMOTION

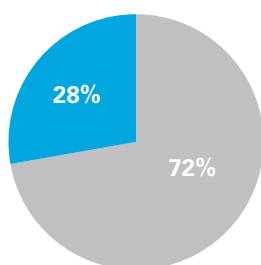
The commitment to breastfeeding promotion in Michigan is strong as a majority of prenatal clinic staff across the state are working to improve breastfeeding outcomes.

72%

of prenatal clinic staff encourage all pregnant women to breastfeed

BREASTFEEDING AS A PUBLIC HEALTH DECISION

To improve breastfeeding outcomes in our state, more education is needed so that ALL STAFF that care for pregnant women promote breastfeeding as a public health decision. A majority of staff in prenatal clinics view the decision between formula and breastfeeding as a lifestyle choice.

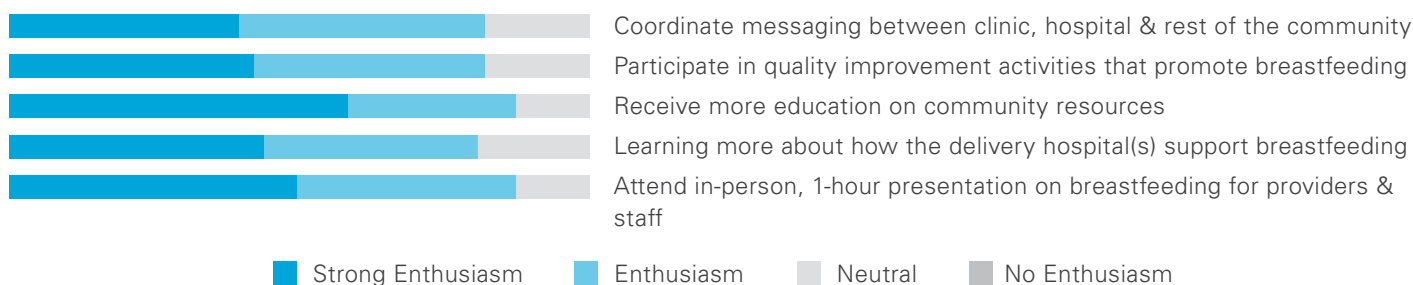


Which best describes your belief?

- Breast vs. formula is a health issue, like smoking or nutrition.
- Breast vs. formula is a personal lifestyle choice.

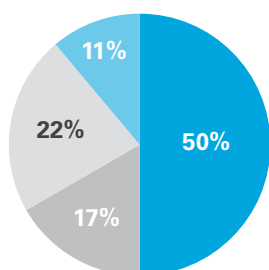
INTEREST IN BREASTFEEDING ACTIVITIES

There is robust interest among prenatal clinic staff in gaining knowledge on all aspects of breastfeeding promotion through activities such as didactic education, coordination with hospital and community, and delivery of a consistent breastfeeding message.



STAFF REFERRALS TO WIC

Additional methods, such as posters and brochures would be useful in assisting prenatal clinic staff in approaching ALL mothers about WIC as many staff do not refer patients to WIC, or only refer those they believe might qualify.



- I refer all my patients to WIC.
- I refer patients to WIC that I believe might qualify.
- I do not refer any of my patients to WIC.
- This does not apply to me.

PRENATAL CLINIC TOOLKIT

As a part of this initiative, your clinic is being provided FREE training and tools that address your concerns, your needs and the practice gaps identified through the surveys. See below to learn more about the toolkit being provided to your clinic.



The first video in this motivational duo is designed for clinic leads, offering information on how to engage staff in breastfeeding promotion. The second, shorter video motivates staff to participate by adopting high impact behaviors, or EFFECTIVE and EFFICIENT actions to improve delivery of care within your clinic. Click the links below to access each video.

Video for Clinic Leads: <http://bit.ly/2IYEJC>

Video for Clinic Staff: <http://bit.ly/2IZ6INa>

Why Breastfeeding for Prenatal Clinics



The About WIC Poster provides information about WIC income qualifications, available breastfeeding food package benefits and support services. The poster comes in two versions, one targeting staff and one targeting patients.



Give these brochures to ALL patients to ensure that they are aware of WIC income qualifications, food package benefits and breastfeeding support services. These are the same brochures used in hospitals around Michigan to make referrals to WIC.

About WIC Posters

WIC Brochure



These 11 x 17" posters increase patients' interest in learning more about breastfeeding and associated evidence-based maternity care practices with their beautiful and diverse images. The same posters are used in many hospitals and WIC clinics across the state.



The High Impact Behavior Poster reminds providers and staff that breastfeeding promotion can start today. It offers three high impact behaviors, or EFFECTIVE and EFFICIENT actions that can immediately improve delivery of care within your clinic. This poster is perfect for office doors.

Key Message Posters

High Impact Behavior Poster



This tool provides structure to community referrals and consistent messaging for all. It outlines 15 evidence-based, color-coded practices preparing moms for the hospital stay, while helping organize postpartum appointments & services to improve continuity of care.



This handout helps ensure families receive consistent messaging by outlining key evidence-based maternity care practices as well as ways to access support resources, including the free Mobile App and the community resource platform.

We're Prepared Checklist

Motivation Document