



Step 10: Oklahoma Breastfeeding Hotline

A look at our state's toll-free 24/7 hotline
and why mothers call

DISCLOSURE



We **DO NOT** have a financial interest/arrangement or affiliation with one or more organizations that could be perceived as a real or apparent conflict of interest in the context of the subject of this presentation.

Becky Mannel, Clinical Assistant Professor and Director
Petra Colindres, Assistant Director
Oklahoma Breastfeeding Resource Center



Step 10:

Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or birth center.

- **Mothers are given information on where they can find support** if they need help with feeding their infants after returning home.
- Of breastfeeding mothers, at least 80% will report that they have been given information about how to get help from the facility and **how to contact support groups, peer counselors, or other community health services** if they have questions about feeding their infants after they return home, and **can describe at least one type of help that is available.**



Oklahoma Breastfeeding Hotline

Jointly supported by:

- Oklahoma State Department of Health Maternal and Child Health Services Title V Block Grant
- Oklahoma Breastfeeding Resource Center, OB/GYN Department, OU Health Sciences Center



Pre-Conception

- OU Medical Center Lactation Center provided 24/7 telephone support for breastfeeding families delivering at OU Medical Center
 - In 2007, receiving calls from across Oklahoma and even other states
 - International Board Certified Lactation Consultant (IBCLC) staff stressed to provide inpatient care and telephone support

Conception

- Proposal evaluated to develop a true statewide hotline:
 - OSDH Maternal and Child Health
 - OSDH/WIC
 - Oklahoma Health Care Authority
 - OU Medical Center (OUMC)
 - OU Health Sciences Center (OUHSC) Department of OB/GYN

Birth Plan

- IBCLC phone services available 24/7
- Available to any breastfeeding mother or family member
- Available to any healthcare provider
- Referral source for and to WIC Breastfeeding Peer Counselors, La Leche League (LLL) leaders, other mother-to-mother support groups
- Referral source for closest available outpatient lactation services

Labor

- Annual contract between OSDH and OBRC to cover salaries
- In-kind support from OB/Gyn department to handle hiring, payroll, telecom/IT support and contract invoicing
- Translation support provided by OU Medical Center's Language Line.
- Marketing support provided by OSDH and OSDH/WIC Service.

Birth: December 2008

Call the Oklahoma Breastfeeding Hotline

1-877-271-MILK (6455)

- Hotline answered during business hours by IBCLCs on duty at OUMC/OUHSC. Could also page IBCLC directly
- After hours and weekends, callers could leave a message or page IBCLC directly
- Non-urgent messages returned the next morning during business hours

Discharge Planning

- As volume increased:
 - Need to pay for cost of IBCLC who is NOT seeing patients
 - Need to cover administrative costs
 - Need electronic documentation
 - Cost of marketing

Discharge Planning

- Maternal and Child Health explored additional funding sources for hotline
- Explored options for electronic documentation to save costs
- Minimized administrative overhead

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Stories - Mastitis

A mother breastfeeding her 10 week old went to a local free-standing urgent care center and was diagnosed with mastitis. She was told to stop breastfeeding due to the infection and antibiotic use. The mother called the hotline to confirm this recommendation. She was told that the medical recommendation for mastitis is to continue breastfeeding to prevent abscess formation and recurrent mastitis and that the antibiotic she was prescribed is not contraindicated. The mother was able to continue successfully breastfeeding. This issue was further pursued with the associated hospital system as an opportunity to educate other providers who may not routinely encounter breastfeeding mothers. It is being addressed and hopefully will reduce future such incidents.

Growth and Development



-
- OBRC Administrative Support:
 - Scheduling
 - Online database
 - Timesheets/payroll
 - Quarterly/annual reports to OSDH
 - Annual Contract Review/Reporting requirements
 - Personnel management

Current Status

- Core team of OBRC IBCLCs who each take 24 hour call days
- Calls answered by return call from IBCLC
 - Non-urgent calls returned during business hours 7 days/week
 - Urgent messages trigger a system prompt to the IBCLC on call
 - Urgent calls returned within 1 hour 24 hours/day
- Documentation in OUHSC secure online database
 - Each IBCLC has an OUHSC laptop for HIPAA compliant, secure documentation

Staffing/Training

- Must be IBCLC with 3 years experience in lactation care
- Clinical orientation with OUMC hospital staff, OBRC clinic staff and separate training on hotline operation
- Online manual of resources accessible remotely
- IBCLCs provided medication text and cell phone app
- IBCLCs can live anywhere in the state and work remotely



Petra Colindres
Charissa Larson
Jayme Provine
Paula Freeman
Cyndi Garcia
Cassidy Hotz
Keri Hale
[Natalie Burton]
Becky Mannel



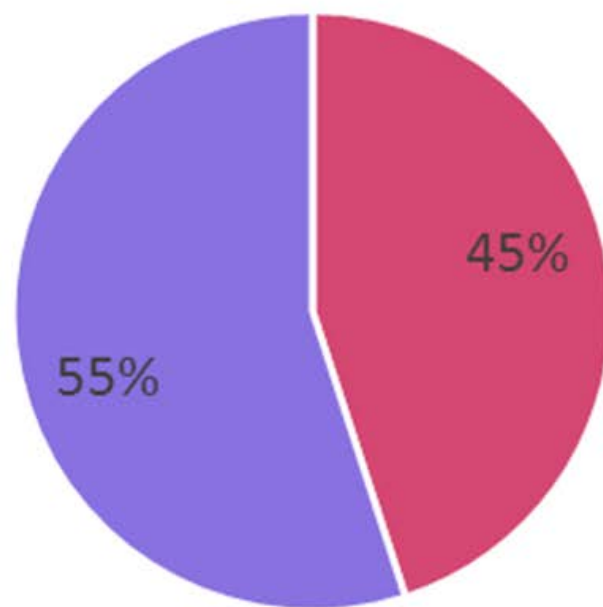
Stories - Engorgement

I had a mom that was very happy someone called her back! She lives in the city of Guymon, OK and says the hospital where she delivered doesn't have an IBCLC and there is not one available near her unless she drives 2 hours to get help! She was 5 days postpartum and her milk had just increased after having a D&C for retained placental fragments. Mom was really engorged and had tried pumping and was able to express a few mls but was still engorged prior to calling the hotline. I educated her on signs and symptoms of mastitis, instructed her to apply cold compresses and I walked her through reverse pressure softening and hand expression. At the end of the call Mom was very thankful to be feeling better and happy to be able to get help over the phone.

Documentation Required

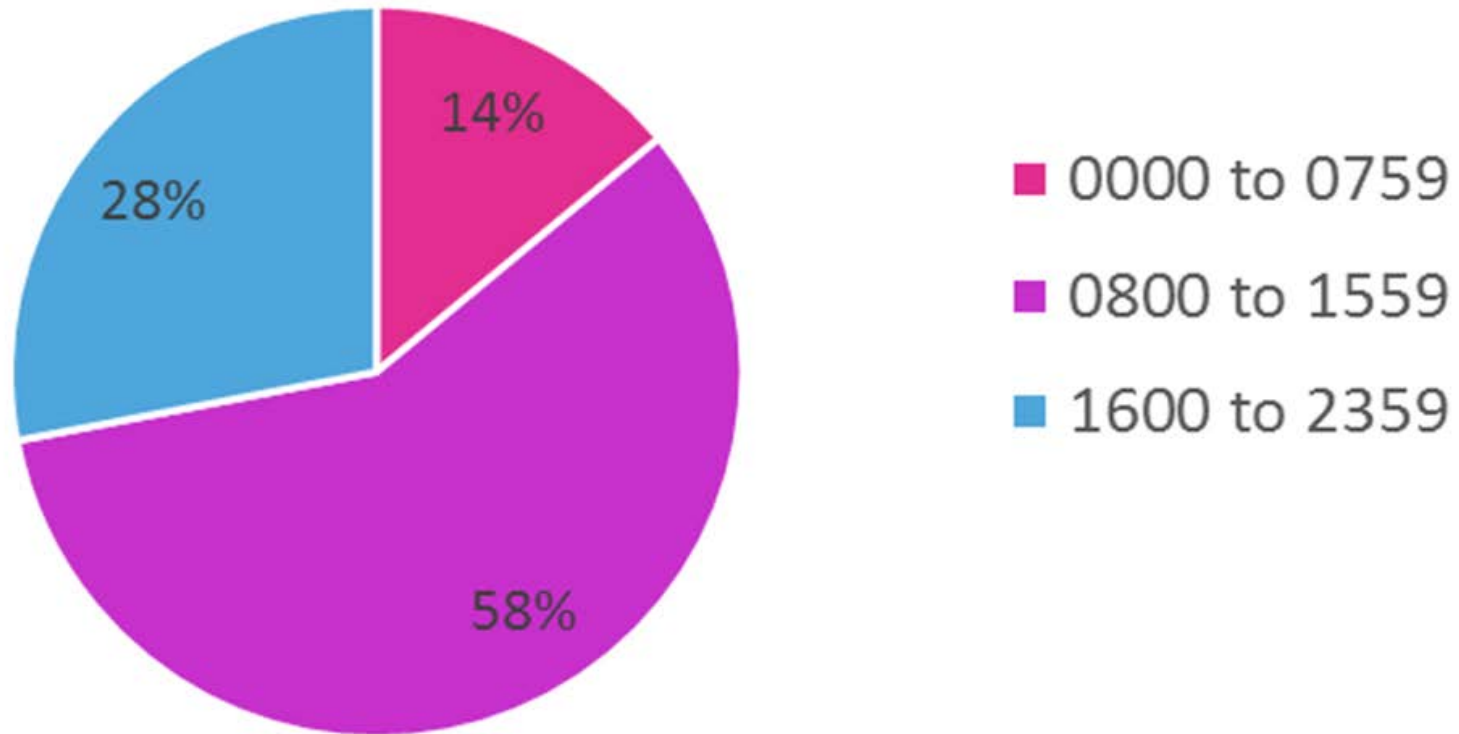
- Each phone call:
 - Date of call
 - Age of mother and baby
 - Hospital of birth
 - Ethnicity of mother
 - Reason for call, time of call
 - Referrals made

Urgent vs Non-Urgent Calls



■ Urgent ■ Non-Urgent

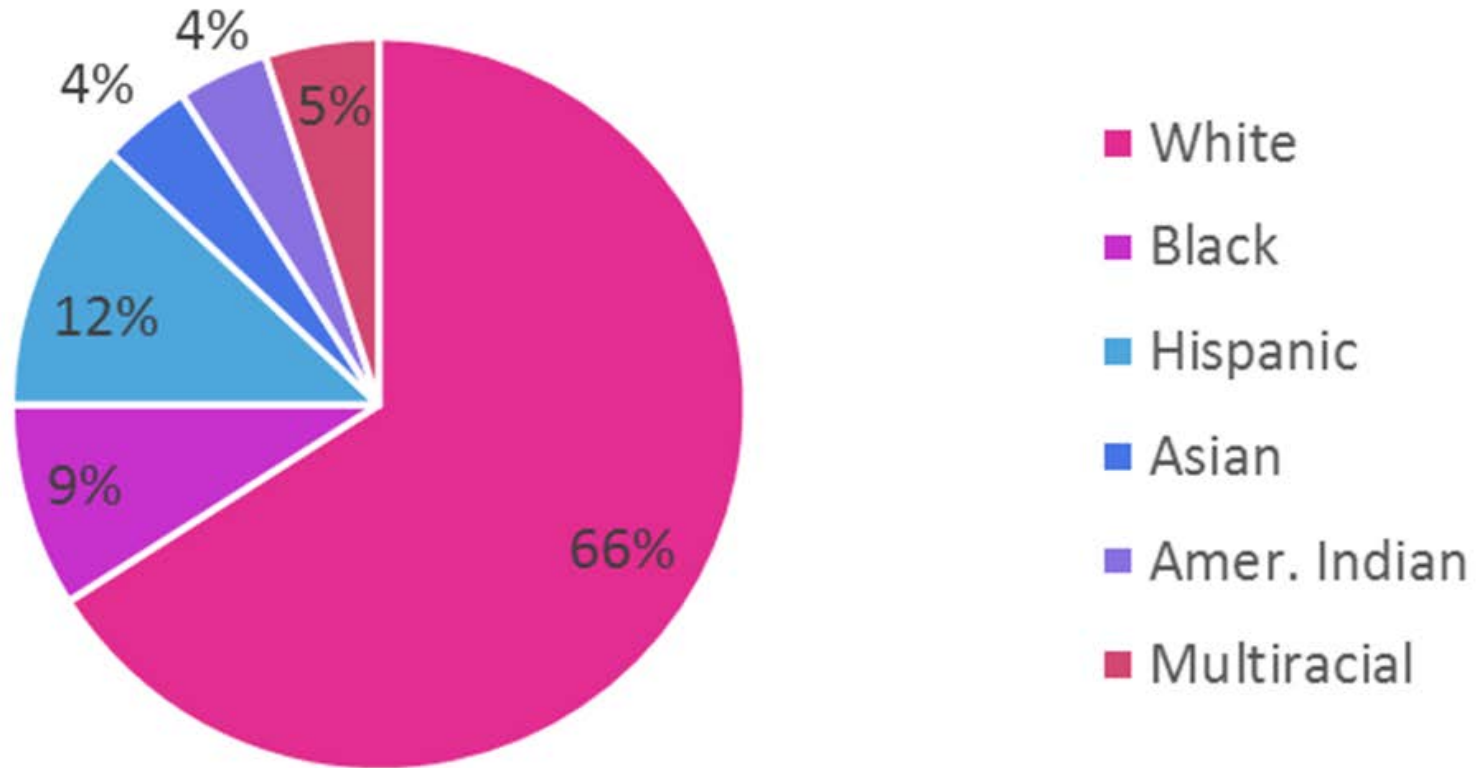
Call Time Distribution



Stories – DHS Calls

I had two calls from DHS case managers in the same week. Different case managers and different cases, but both were trying to protect breastfeeding for families where baby was in state custody immediately after birth. Helped direct them to resources to get pumps for those mothers and did some educating about milk production. I am excited to see interest like this!

Ethnicity of Callers

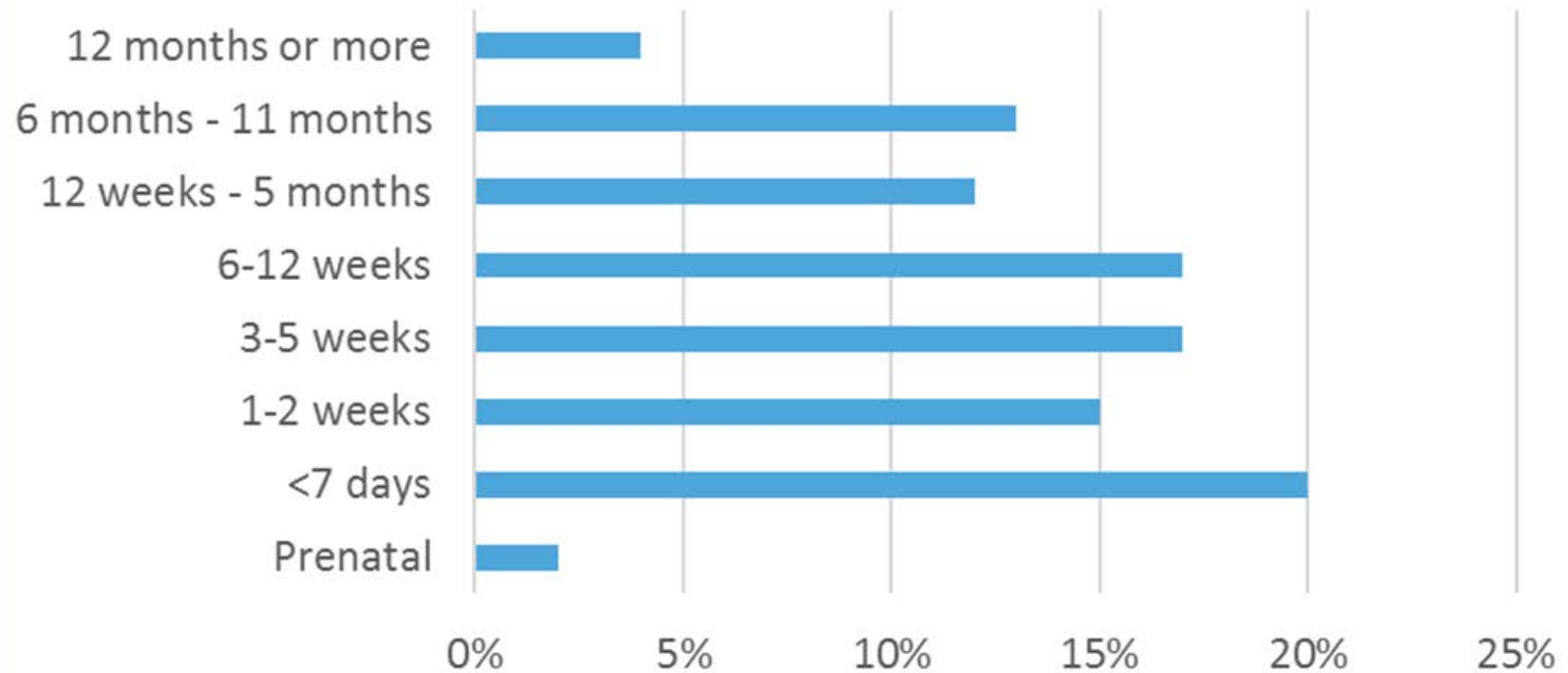


Births By Ethnicity

(Kaiser Family State Health Facts 2015)

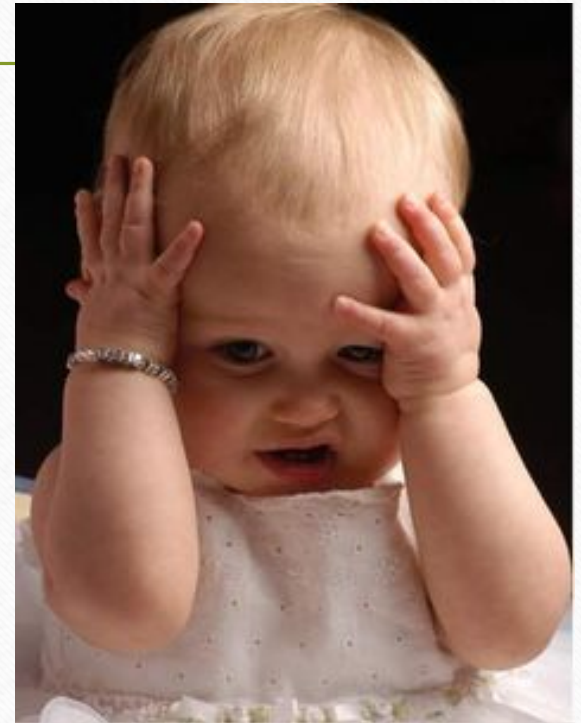
	OK (%)	US (%)
White	76	76
Black	10	16
American Indian	11	1.0
Asian	3.0	7.0
Hispanic	14	23

Age of Baby at Time of Call

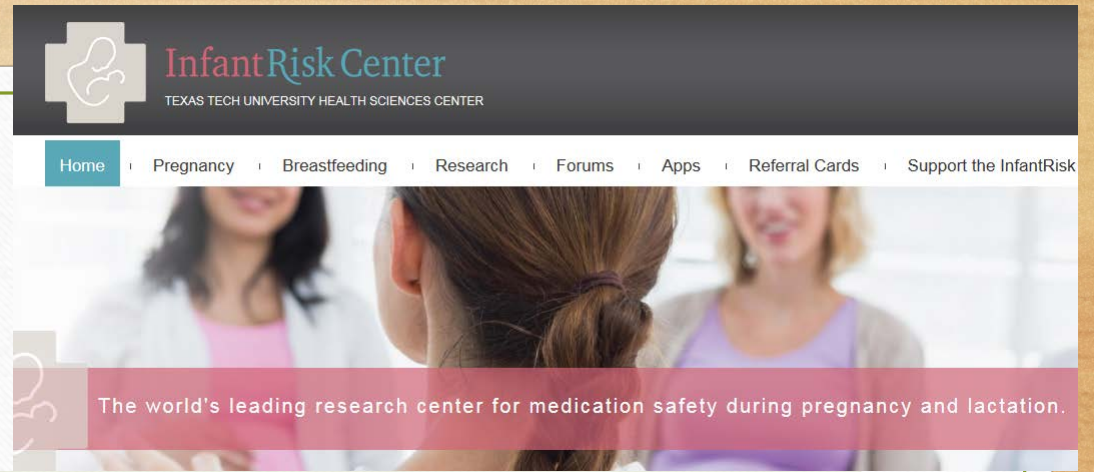


Top 3 Reasons for Calls

- Infant issues (18%)
 - Weight gain, behavior, sleep, growth spurts
- Maternal Medications (16%)
- Milk Production (15%)



Stories - Colonoscopy



A mom called the other day who was beginning a bowel prep for a colonoscopy. She said she was very stressed as her baby is exclusively breastfeeding with a few solids. She was afraid that she would have to stop breastfeeding for a time when she took it. I couldn't find it in Hale so I called Infant Risk Center and they rated it an L1. So when I called mom back with the info she was very relieved and thanked me over and over!

Referrals Made

- Healthcare Provider: 39%
- Outpatient Lactation Service: 33%

Oklahoma Lactation Consultant Resource Guide



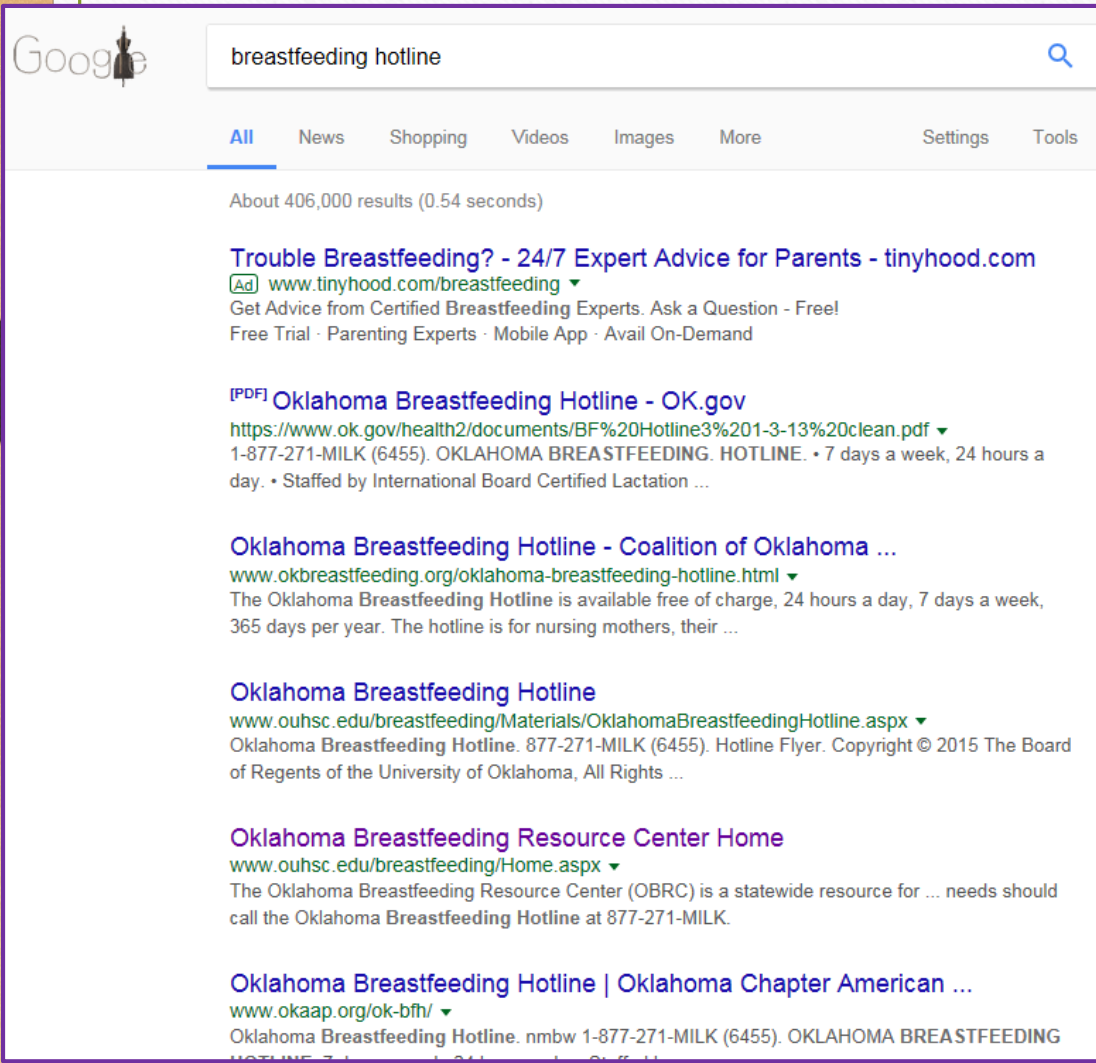
Stories – Metabolic Disorder, Part 1

A mother exclusively breastfeeding her 2-week old. Baby's newborn screening came back flagged for MCADD (Medium-chain acyl-CoA dehydrogenase deficiency). A second screening was completed and also flagged so mom was told by a local PA to discontinue breastfeeding immediately and switch to pregestamil. Mom went to several specialists and her local WIC office protesting the thought of weaning. Baby was asymptomatic. On the day she called the hotline she had been told she MUST make a decision and switch for at least 2 weeks while a final test was pending. Mom did not succeed in breastfeeding her first baby for very long due to milk supply problems and was terrified of having to exclusively pump for that long.

Stories – Metabolic Disorder, Part 2

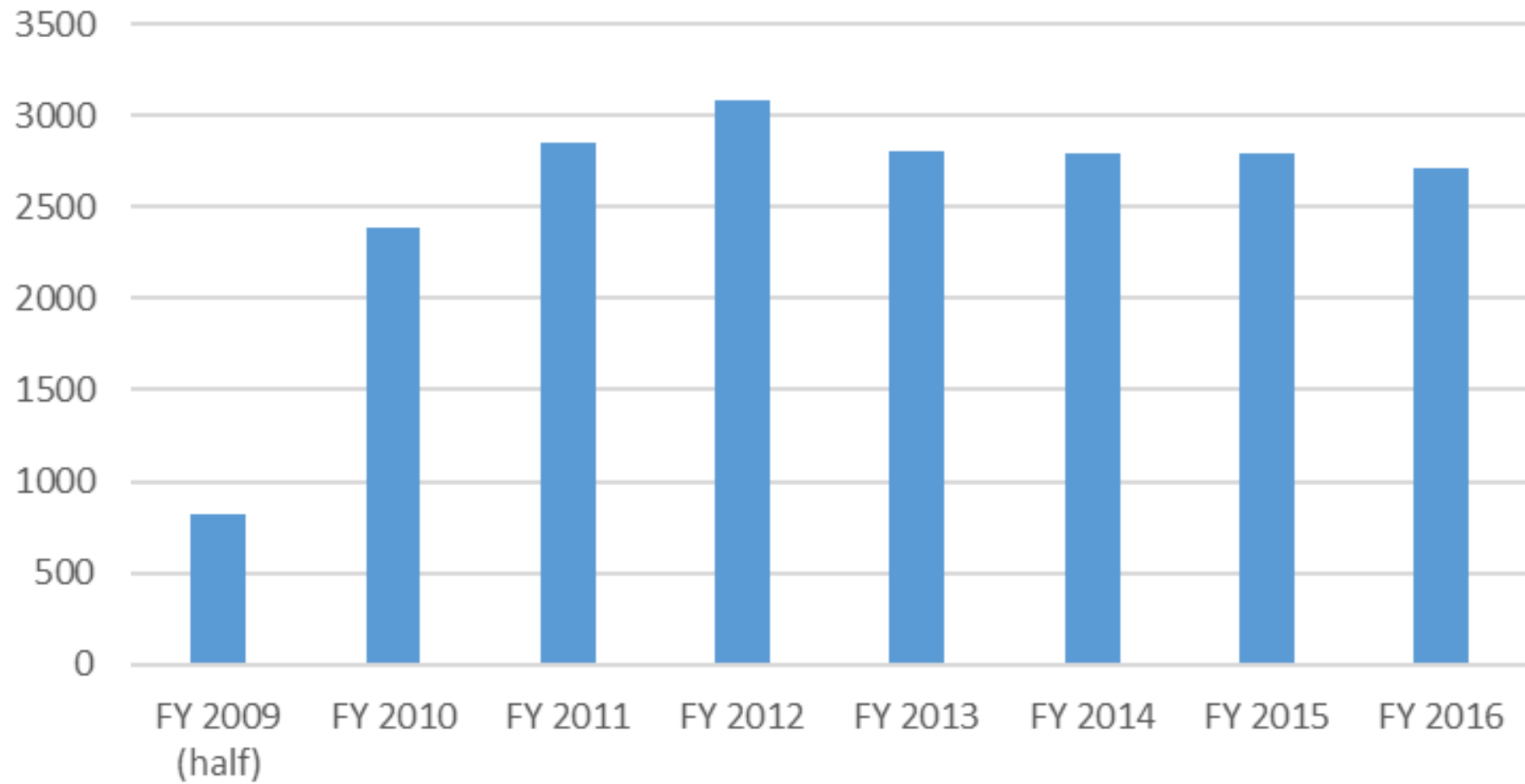
The hotline team researched this question and sought expert opinion from national contacts. As verified by several experts, breastfeeding is not contraindicated when baby has MCADD. Dr. Lori Feldman-Winter: "Absolutely not! MCADD is NOT a reason to forgo breastfeeding!! In fact, the frequent feeds that occur with breastfeeding are protective for kids with MCADD. The main intervention is to feed frequently. I would not recommend formula feeding in babies with MCADD." The mother continued breastfeeding and test results came back in 2 days and they were negative.

How Mothers Were Referred to Hotline



- Delivery Hospital: 64%
- Internet/Media: 12%
- WIC/County Health Dept: 10%
- Healthcare Provider: 6%
- Family/Friend: 6%

Hotline Call Volume





Stories Out of State Calls



I had a call earlier this month from an OB nurse in South Dakota who was concerned about the appearance of a mother's colostrum. It was really clear that she was unfamiliar with breastfeeding at all and I was happy to talk her through the normal variations of human milk. It was not a call I expected at 1 am!

A mother from Pennsylvania said she called all kinds of hotlines and we were the first one to call her back! She was impressed as she is a pumping only mom with a clogged duct that was getting worse. Very thankful for our help.

2014-2016 Satisfaction Survey

- Ease of calling:
 - 94% Satisfied/Very Satisfied
- Information received from IBCLC:
 - 93% Satisfied/Very Satisfied
- Overall experience with Hotline:
 - 96% Satisfied/Very Satisfied

**If the Hotline were not available, 31%
would have called NO ONE for help.**

Call the Oklahoma Breastfeeding Hotline

1-877-271-MILK (6455)

Stories

I had one mom last week say that she has called many times. Her baby is now over 1 year old and she thanked me for being available to help her. She called this time as she was ill and had a medication question.

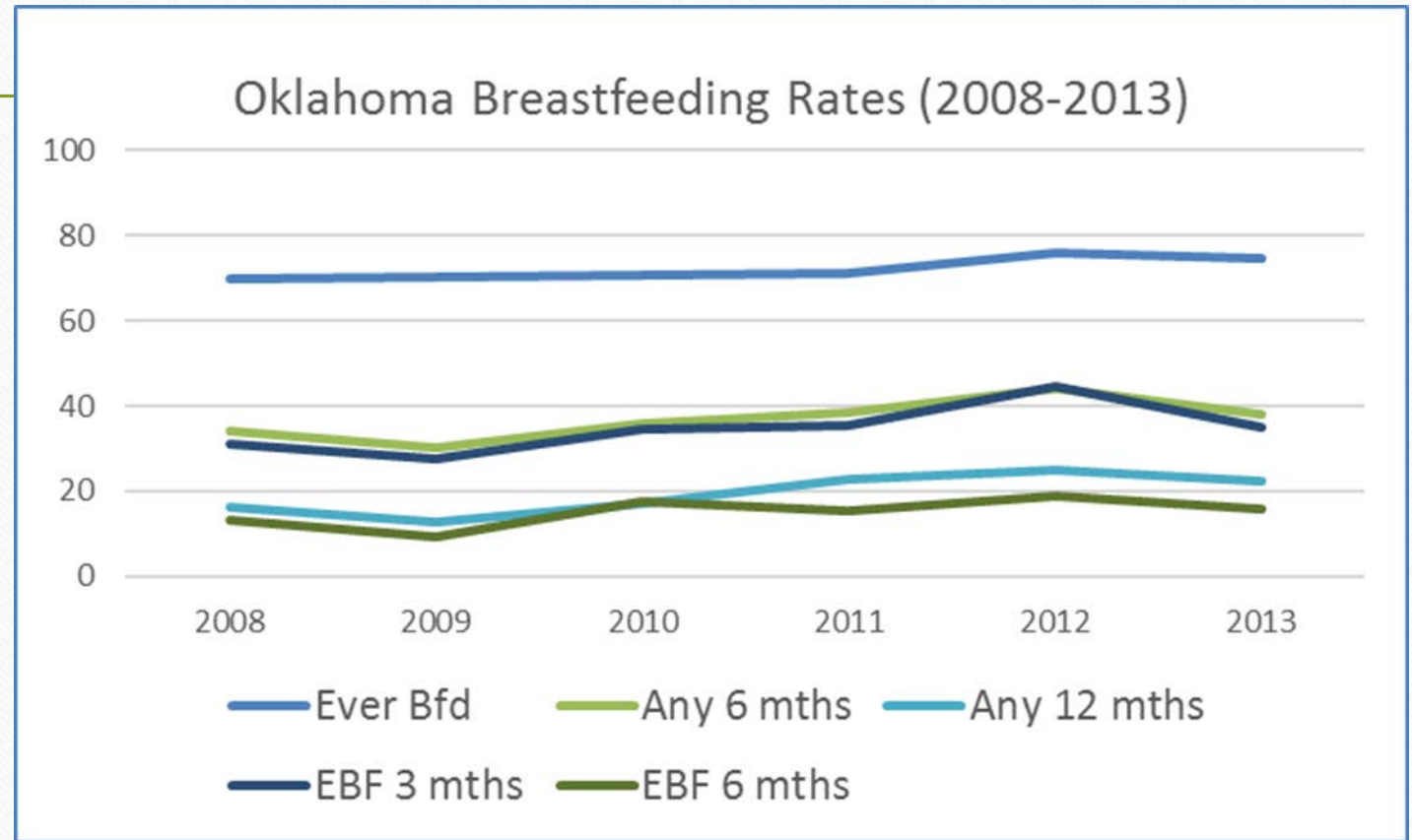
Being a hotline LC for so long has really improved my communication skills. I have moms tell me, even when seeing them in person in the hospital, that I'm really good at describing what to do in words and helping them "see" what to change or do.

Challenges/Opportunities

- Outdated telecom system
 - Blocked calls/No caller ID
 - No text messages
 - No video/Skype calls
- Outreach among minority populations
- Increase awareness among healthcare providers/clinicians

Breastfeeding rates in Oklahoma have slowly increased during the time that the Hotline has been operating.

Any Brfdg at 6 mths: 25%
Any Brfdg at 12 mths: 74%
EBF at 3 mths: 27%
EBF at 6 mths: 73%



Hotline Flyers Available



NEED EXPERT Breastfeeding Advice?

Call the Oklahoma Breastfeeding Hotline
1-877-271-MILK (6455)

The Oklahoma Breastfeeding Hotline is available free of charge, 24 hours a day, 7 days a week, 365 days per year.

The hotline is for nursing mothers, their families and partners, as well as expecting parents, and health care providers, or anyone in need of breastfeeding support and information.

The Hotline is staffed by breastfeeding experts, International Board Certified Lactation Consultants (IBCLCs).

The hotline is a call back system. Callers leave a message for a return call.

For routine issues, callers are contacted that same day, during business hours. For urgent issues, the IBCLC on call will be paged 24 hours a day. Urgent calls are returned within one hour.

Accurate, up-to-date information for common breastfeeding issues:

- » Not making enough milk
- » Baby refusing to nurse
- » Breast or nipple pain
- » Medications and breastfeeding
- » Working and breastfeeding
- » Breast pumps
- » Breastfeeding in public
- » Weaning

OKLAHOMA BREASTFEEDING RESOURCE CENTER
www.ouhsc.edu/breastfeeding
 Supported by Oklahoma State Department of Health (OSDH) and the OU Health Sciences Center OB/GYN Department



NECESITA ASESORAMIENTO Experto en Lactancia?

Llame a la línea de Oklahoma Lactancia Materna
1-877-271-MILK (6455)

La línea directa de Oklahoma Lactancia Materna está disponible de forma gratuita, las 24 horas del día, 7 días a la semana, 365 días al año.

La línea directa es para madres lactantes, sus familias y compañeros, también futuros padres, y los proveedores de salud, o cualquier persona en necesidad de apoyo a la lactancia y la información.

La línea directa es atendida por expertos en lactancia materna, International Board Certified Lactation Consultants (IBCLCs).

La línea directa es un sistema de devolución de llamadas. Las personas que llaman dejan un mensaje para una llamada de vuelta. Para asuntos de rutina, los llamantes se ponen en contacto ese mismo día, en horario de oficina. Para asuntos urgentes, el IBCLC de guardia será paginado las 24 horas del día. Llamadas urgentes se devuelven en el plazo de una hora.

Información precisa y al día para temas comunes durante la lactancia:

- » No le sale suficiente leche
- » El bebé no quiere amamantar
- » Dolor de pecho o pezón
- » Los medicamentos y la lactancia
- » Trabajo y la lactancia
- » Bombas extractoras de leche
- » Amamantando en público
- » Destete

OKLAHOMA BREASTFEEDING RESOURCE CENTER
www.ouhsc.edu/breastfeeding
 Apoyado por Oklahoma State Department of Health (OSDH) y el OU Health Sciences Center OB/GYN Department

6th Annual BBFOK Summit

Friday, March 2, 2018



Christina Smillie, MD, FAAP, IBCLC, FABM
Connecticut



Sahira Long, MD, IBCLC
Washington, DC