Learning Conversation Notes		
Name of Partner:	Date: December 6, 2006	
Breastfeeding Coalition of Placer		
County		
Number of Children Served: 60	Ages: 60 children under the age of 1 yr	
When Served:	Gender:	Ethnicity:
July 1, 2006 – November 30, 2006	27-Male	37 - Caucasian
	33-Female	2 - Hispanic
		1 – Asian
		11 – Multiracial
		3 – Other
		6 – Unknown

Conversation Participants: Don Ferretti, Nancy Baggett, Mary Wagner-Davis, Barbara Guenther, Judy Marston

Outcomes:

- Placer County women served by the Breastfeeding Coalition are supported and breastfeed through both 6 weeks and 6 months postpartum, resulting in healthier babies.
- Increase the non-First 5 funding of this program by 10% to support and sustain the Breastfeeding Coalition.

Performance Measures:

- Demographics (number of 0-5 served by gender, age, ethnicity, and when services were provided) utilizing the First 5 Placer Demographic Tool
- Number and type of referrals given by the Breastfeeding Coalition
- Number of Placer County residents contacting toll free support line & reasons for calling.
- Six week and 6 month client follow up survey results
- Stories from mothers served
- Summary of other non-First 5 funds obtained

What is this data telling us about achievement of outcomes?

Most of the mothers coming in have children less than 3 months old.

Telephone calls from mothers with children over 1 years of age are related to issues of breastfeeding, such as pressure to quit because of the age of the child, and health issues or pregnancy.

Generally fewer phone calls are received and fewer children are seen in summer and fall than in the winter and spring.

The Breastfeeding Coalition over the reporting period saw more mothers from South Placer than other areas in the county. Last year the Coalition saw more mothers from Auburn than they did this year. They expected to see an increase from the Lincoln area, which did not materialize.

No services were offered in the Tahoe area. It is felt that they may be talking to the wrong person when trying to offer services. They have been looking for a lactation specialist in the area without success, however they have supplied brochures and milk storage bags to the Family Resource Center.

They have seen 60 babies making up 135 visits for this period. If babies are over 6 weeks old the mother is less likely to come in, mothers with children at 6 months are supported by telephone calls.

When following up with mothers via telephone calls the Coalition learned that the main services utilized were: Sutter Mother's Outlet - 9, Buckle-Up Baby - 4, WIC - 2, Private IBCLC - 1.

Follow-up survey data shows that 25 out of 31 mothers were still breastfeeding after 6 weeks. The main reason for discontinuing breastfeeding was mothers not making enough milk. All of the mothers in the survey found the services helped them breastfeed longer than they would have otherwise. Twelve of 31 used other resources, most frequently Sutter Mother's Outlet and Buckle-Up Baby.

During the period April 1, 2006 through December 1, 2006, 13 out of 19 mothers were still breastfeeding after 6 months. Other information requested at the time of the telephone follow-up was about starting solids and utilizing breast pump. Two of 19 have called the Coalition since the 6-week survey on their own.

Over this reporting period three hundred and five mothers have contacted the toll free support line for support with breastfeeding. The most frequent reasons for calling are: low milk supply, sore nipples, difficult to latch, and poor weight gain.

Stories from mothers are captured on the individual surveys. Some comments on whether they are still breastfeeding included:

- "I never would have gotten her to the breast. If I hadn't been able to come in and weigh her and ask some questions, I never would have kept breastfeeding:"
- "Now pumping, human milk feeding. He was just so slow. Baby wasn't gaining well."
- "No, but it's because I made the choice to change over. She gave me a lot of helpful advice but in the end, it was just me."

Main source of other funding is through the annual Breastfeeding Coalition sponsored conference. The 2006 conference raised \$10,000 and had 109 attendees. Information to the attendees was great but they had some difficulties with the facility and logistics. This \$10,000 is kept in an account for emergencies, unexpected expenses, and to pay a portion of operating expenses. The Coalition also sends a fund development letter to past recipients of services. To date this has not been very successful, raising about \$400 a year.

In what ways will we apply what we have learned from our data?

The opening of Kaiser and Sutter breastfeeding services may be impacting the number of visits and telephone calls. This may also change the type of problems being seen in the clinic because the mothers being referred by Kaiser and Sutter may have more serious problems.

Telephone follow-ups are a challenge for those families that speak a language other than English or Spanish at home.

Need to reach out to individual practitioners to increase referrals in areas like Lincoln, Rocklin and Tahoe. There is a new Kaiser Medical Facility in the Lincoln area and as they don't have a breastfeeding service it could result in more referrals. The new Kaiser birthing center, when completed, may also impact the number of referrals they receive in the future.

They have learned that they have more success with the follow-up survey by calling mothers when their babies are 5 weeks old versus 6 weeks old when mothers may be going back to work.

Mothers with 6 month olds are difficult to reach so they will try email contact in addition to telephone calls.

The Coalition has worked to increase flexibility in seeing mothers based on need not just available appointment times. However the flexibility in seeing mothers more quickly doesn't appear to have increased the number of mothers seen.

Next Steps:

Capture the continuing clients along with the new clients when showing the demographics.

Make sure the number and type of referrals are tracked for the next learning conversation.

Continue to collect data as if there would be a learning conversation in May 2007 in addition to the data for the mandatory State report.