



**TWO RIVERS**  
Family Health Team  
A Healthy Tomorrow Begins Today



**Baby Friendly  
Initiative**

# **Baby Friendly Initiative (BFI): Leveraging the EMR to capture breastfeeding statistics**

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October 28 & 29, 2015

# Conflict of Interest

Presenter: Kim Lichty

No commercial support

No relationships with commercial interest

# Objectives

This presentation will discuss Two Rivers Family Health Team's journey to collect breastfeeding data, to measure outcomes before and after implementation of the Baby Friendly Initiative.

# Leveraging the EMR



# Our Progress

Retrospective data  
from 3 year  
Healthy  
Beginnings  
Appointment  
**2009**

Paper surveys  
distributed at  
breastfeeding  
classes  
**2012**

Custom form  
inputted at every  
well baby visit by  
MOAs  
**2014**

# Where to Start

- NEW PROGRAM: Developed Healthy Beginnings 3-year old well baby check.
- Opportunity to collect some retrospective data (baseline information)
- Affords us to have pre-BFI data to compare
- Used 2006 Data Collection definitions document

# Healthy Beginnings: 3 Year Old Well Baby Visit

1. Did you breastfeed, or give breast milk to this child?
2. When did you introduce formula or liquids other than breast milk?
3. Did you continue to breastfeed and if so for how long?
4. When did you introduce solid foods to your baby? (cereal, meat, fruit or vegetables)

# Paper Survey at Breastfeeding Classes

*Newborn Support Program Survey*

Mom \_\_\_\_\_

Baby \_\_\_\_\_

Age of infant \_\_\_\_\_

*Monitoring infant feeding is a health indicator, and will help us determine if our Newborn Support Program is effective. Please circle the appropriate answer, and fill in the blanks.*

*During the past 7 days, has your baby ONLY received breastmilk?*

YES                      NO

*If yes, has the baby received ONLY breastmilk since birth?*

YES                      NO

*During the past 7 days how many times has your baby received liquids/foods in addition to breastmilk?*

Formula \_\_\_\_\_ times      Food \_\_\_\_\_ times

*Have complimentary foods been introduced yet?*

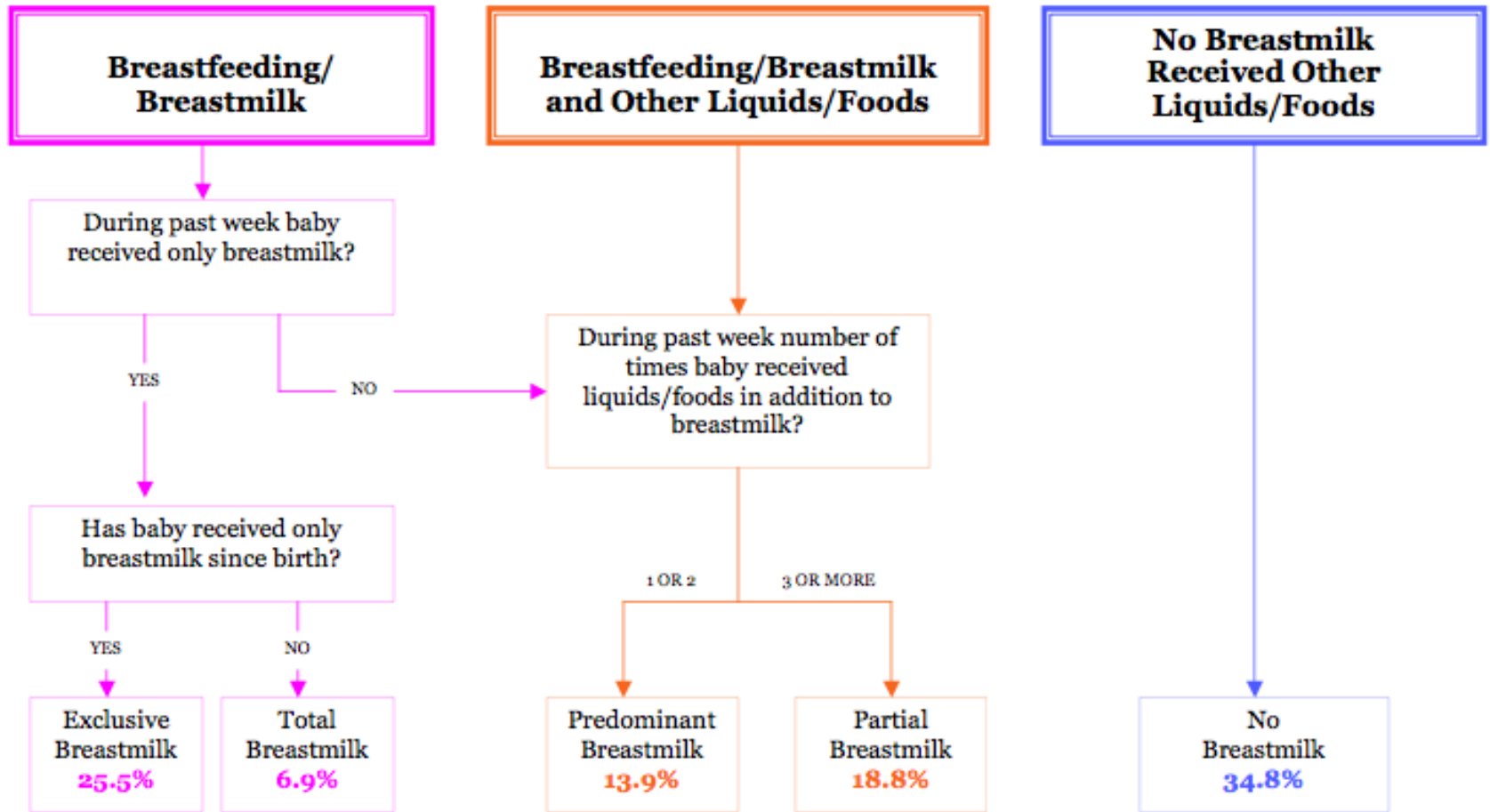
YES                      NO

*If no, then when will you start solid foods?*

\_\_\_\_\_

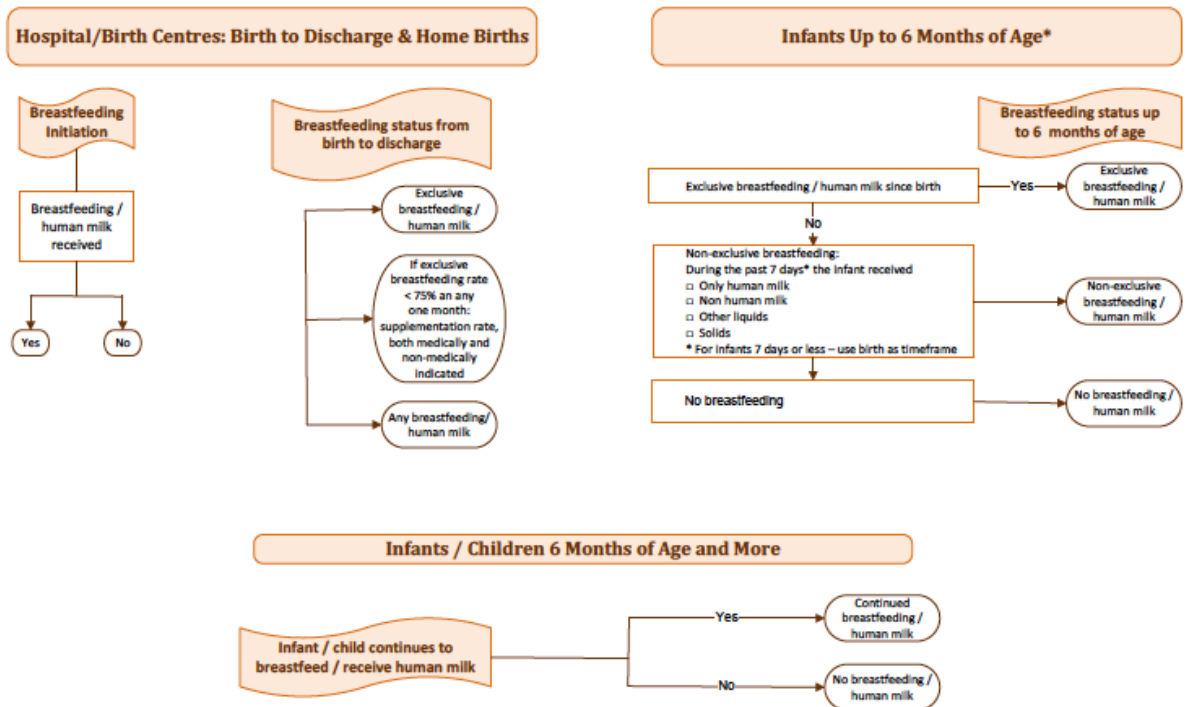


# Algorithm for Breastfeeding Data Collection from Birth $\leq$ 6 months of age



# Data Collection Document 2012

## Algorithms for Breastfeeding Data Collection



BCC, 2012

# Breastfeeding Definitions and Data Collection Periods

For *Baby-Friendly* designation at the community level, community health services are required to record data on entry to their service and a minimum of two additional time frames (e.g. 2 or 4 months ) and up to 6 months (5 months to 5 months 29 days) and to show an increase in breastfeeding rates over time.

Recommended time frames for data collection up to 6 months of age for infants are shown below. While precision in time is considered important, it is realized that the community data will not be collected precisely at two months, four months, etc. for every mother and baby. To facilitate standardizing the time frames a mutually exclusive description of each time period is included.

## Community Health Services:

- ❑ Exclusive and any breastfeeding rates on entry to community service
- ❑ Two additional time frames up to 6 months of age of the infant, such as  
2 months – 2 months to 2 months 29 days or  
4 months – 4 months to 4 months 29 days and  
Up to 6 months – 5 months to 5 months 29 days

Additional data collection time periods that may assist Community Health Services in determining breastfeeding duration rates:

- ❑ Continued breastfeeding at 1 year – includes the period of 12 – 15 months
- ❑ 18 months – includes the period of 16 to 21 completed months
- ❑ 24 months – includes the period of 22 to 25 completed months

# Prenatal Breastfeeding Assessment Intent

Custom Form: Asks **intent**  
to breastfeed



# 48- hour post discharge from hospital

Custom Form: Asks breastfeeding exclusivity on entry into the program



# Breastfeeding Status Form

- Quick in-service to educate Medical Office Assistants (MOAs) to drop in custom (searchable) form at all well baby visits
- 2 choices before 6 months, and after 6 months
- Few basic questions
- Breastfeeding data is then collected at 2 months, 4 months, 6 months, 9 months, 12 months, 18 months and 3 year well baby visits

# Breastfeeding Status Form

The screenshot shows a web browser window titled "Breastfeeding Status". The form is organized into several sections:

- WBC Measurements -** A dropdown menu with options: Wt: • kg, Ht: • cm, HC: • cm.
- How old is the baby?** Two radio button options:  Less than 6 months old (5 months and 29 days),  Greater than 6 months old (6 months up to 25 months).
- Did you Breastfeed? (or breastmilk by bottle)** Two radio button options:  Yes,  No.
- Did you initiate breastfeeding? (or breastmilk by bottle)** Two radio button options:  Yes,  No.
- Does the infant/child continue to breastfeed/receive human milk?** Two radio button options:  Yes,  No.
- Are you currently Breastfeeding? ( (or breastmilk by bottle)** Two radio button options:  Yes,  No.
- Have solid foods been introduced yet?** Two radio button options:  Yes,  No.
- If yes, has the baby received ONLY breast milk since birth?** Two radio button options:  Yes,  No.
- At what age (in months) did you introduce solid foods?** A text input field with a placeholder "@BFISolids:".
- During the past 7 days, the infant received:** Four radio button options:  Only human milk,  Formula,  other liquids (juice, cow milk etc),  Solid foods.
- At what age (in months) did you introduce solid foods?** A text input field with a placeholder "@BFISolids:".
- During the past 7 days, the infant received:** Three radio button options:  Formula,  other liquids (juice, cow milk etc),  Solid foods.
- At what age (in months) did you introduce solid foods?** A text input field with a placeholder "@BFISolids:".

- Quickest way to collect data
- During the weigh-in and measurements done by the MOA, ask a few breastfeeding related questions
- Drop the custom form into the chart. Easily searched

# Other Ideas?

## Use the Rourke at well baby visits

- Barrier: all the physicians document differently and some use a different template

## Telephone data collection

- Barrier: time-intensive and who would call and input data



# Breastfeeding Exclusivity on Entry into the Program

- 48hr post discharge from hospital visit
- Document by using Breastfeeding status custom form
- How to improve-add medically indicated supplementation vs non medically indicated supplementation.

# Questions?

**For more information:**

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