

## A Pilot Project to Increase Breastfeeding Rates Among Medicaid Women in Los Angeles County



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## Background

- Breastfeeding benefits
- LAC breastfeeding rates- 44<sup>th</sup> in California
- LAC prenatal intent vs. postpartum practice
- Financial barriers to lactation support
- Breastfeeding support
  - WIC
  - CPSP providers



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## Comprehensive Perinatal Services Program - What is it?

- California Medicaid perinatal program
- Enhanced perinatal care – health education, nutrition, psychosocial services
- Conception through 60 days postpartum
- Lactation support is covered service - reimbursable through Medicaid/CPSP



## Objectives

- Improve exclusive breastfeeding rates
- Maximize use of existing lactation support services at prenatal clinic and WIC
- Identify CPSP provider training needs



## Project Setting

- Southeastern L.A. County
  - 70.5% Latino
  - 44.8% Foreign born
  - 38.2% Spanish (primary language)
  - 27.2% difficulty accessing health care



## Project Setting

- CPSP clinic owned by hospital having the lowest exclusive breastfeeding rates in the state
  - 1,738 live births/year
  - 75.3% Medicaid
- WIC in same building as clinic



## Methods

- Baseline data: 21 charts for shared clients
  - 24% exclusive BF
- WIC and prenatal clinic
  - Reviewed baseline data
  - WIC & clinic exchanged service information



## Methods

- Intervention:
  - schedule early (1-2 weeks) postpartum visit (in addition to 4-6 week visit)
  - assess breastfeeding status and offer support, education &/or referral to WIC BF Helpline
- Post-intervention chart review at 3 months



## Results

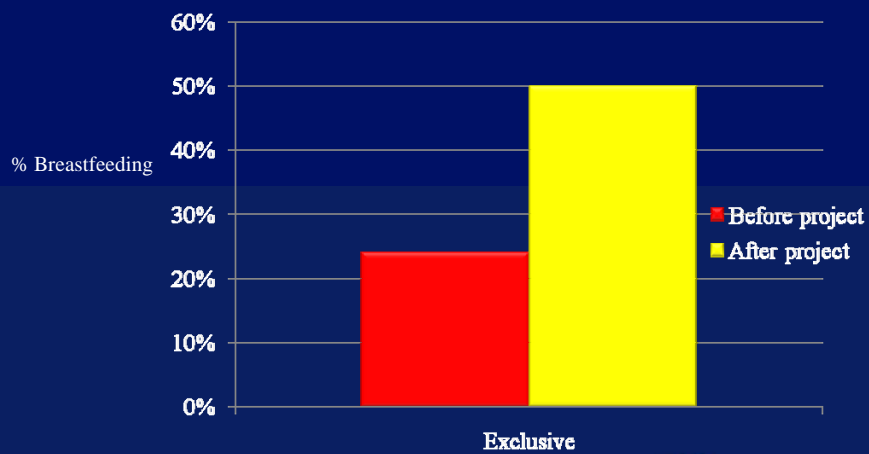
- Average age– 28 years old
- 30% first time moms
- 80% Latina
- 50% preferred Spanish
- All Medicaid patients



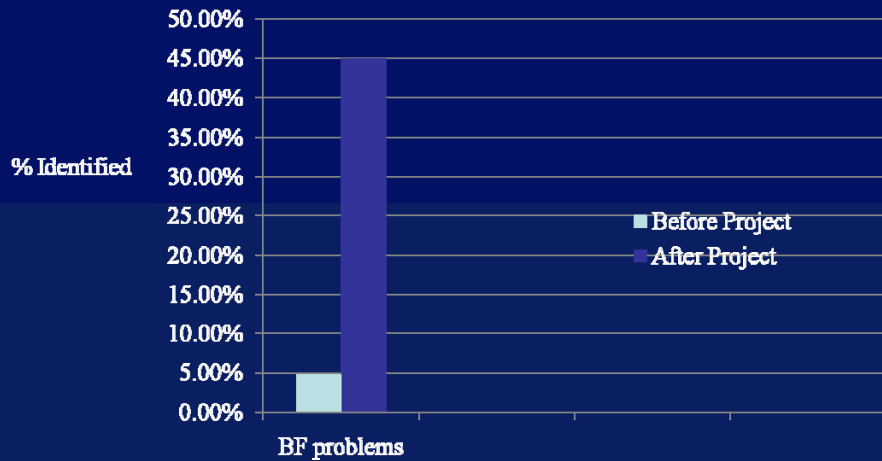
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## Results



## Results



## Accomplishments

- Prenatal clinic and WIC staff more knowledgeable about the services each offered
- Clinic staff reported more motivated
- Clinic staff reported increased confidence
- More likely to refer to WIC when extensive interventions needed



## Accomplishments

- Clinic made breastfeeding a priority → clients made it a priority
- Clinic staff independently worked out minor problems that came up during project



## Barriers

### **Cultural:**

- mother and baby homebound 40 days after delivery

### **Communication:**

- between in-patient hospital staff and clinic staff



## Lessons Learned

- Many barriers anticipated by clinic and WIC did not materialize
- CPSP is a catalyst for change to increase exclusive breastfeeding rates
- Simple interventions can work!



## Moving Forward

- Project expansion
  - Hospital out-patient clinics
  - Independent clinic
- Project interventions to be integrated into CPSP provider breastfeeding training



## Conclusion

- Facilitating communication & collaboration is a best practice model
- Public health departments can play an integral role



*Thank you !*

