

Provider Education

Providers play a vital role in the promotion and support of breastfeeding in our communities.

THE COFFECTIVE APPROACH

The Coffective curriculum acknowledges that the informed provider recognizes breastfeeding as the optimal feeding choice, but needs motivation and an efficient strategy to promote breastfeeding in her daily practice.

Courses discuss the disparity in breastfeeding outcomes while emphasizing equity in the approach to address this issue. A population health lens is applied to reflect the important role of the medical home and the new quality-focused approach to primary care practice.

KEY CONCEPTS

START WITH *WHY*

Cffective's Provider Education leads by introducing the concept of *WHY* the provider learner should embrace breastfeeding as a public health issue, not a lifestyle choice. The curriculum presents the evidence-based benefits and the science of breastfeeding, while also focusing on motivating provider and patient behavior change.

HIGH IMPACT BEHAVIORS

A barrier to provider promotion of breastfeeding is lack of time. Obstetric providers must address, not only pregnancy-related conditions, but also chronic disease, diet, smoking cessation and more. Providers who care for infants must navigate infant conditions, safety and complex vaccine protocols. The Coffective Provider Education uses strategy and curriculum to focus on universal high impact, efficient behaviors such as:

- Affirmation of the evidence-based preference for breastfeeding
- The use of images and posters to promote breastfeeding as the social norm
- Awareness and referral to appropriate community services



SPECIALTY-SPECIFIC CONTENT

Pediatric- and obstetric-specific hours allow targeted breastfeeding management discussions.

INPATIENT & OUTPATIENT APPLICATION

As many providers work in both the outpatient and inpatient settings, the Coffective Provider Education contains content that applies to both settings, making it appropriate for providers' offices, general provider awareness and education, as well as Baby-Friendly preparation.

BABY-FRIENDLY COMPLIANT

Curriculum fulfills the provider education criteria specified under Step 2 of Baby-Friendly Hospital Initiative's *Ten Steps to Successful Breastfeeding*.

ONLINE & OFFLINE EDUCATION

In-person training is highly effective, but convening providers in hospitals for didactic events can be difficult due to provider schedules and logistics. That is why Coffective offers online and offline delivery formats that satisfy a range of needs.

ONLINE EDUCATION

Each of the courses in Coffective's Provider Education can be taken online, allowing providers to complete modules when it fits their busy schedules.

OFFLINE EDUCATION: WHY BREASTFEEDING OFFICE EDITION

WHY Breastfeeding: Office Edition is a one-hour, in-person training course that is designed to be delivered in provider offices by a trained provider or a lactation professional.

The content replaces the WHY Breastfeeding online module and fits into the training continuum. Participating providers can proceed with training online with Hour 2 and Hour 3P or 3M. WHY Breastfeeding: Office Edition versions have been created for both pediatric and obstetric offices.

Trainers are provided presentations and detailed speaker notes along with all the necessary tools to effectively promote and conduct an in-person training. Office Edition curricula is also accompanied by printable "High Impact Behavior" flyers and posters as well as reference lists, content outlines, evaluations and quizzes.

For more information or to schedule a training, please contact Betsy Dancisak at Betsy.Dancisak@ia.gov or 504-568-3504.



PROVIDER EDUCATION CURRICULUM

Coffective's Provider Education takes learners through their most basic motivations all the way through the management of complex breastfeeding issues. Providers are only required to complete three of the courses to meet Baby-Friendly requirements. Continuing Medical Education credit is provided.



HOOR 1: WHY BREASTFEEDING FOR PROVIDERS

This first hour is designed for all providers, regardless of specialty, and presents the evidence-based benefits and science of breastfeeding, while encouraging providers to embrace breastfeeding as a public health issue. This hour also engages the provider to play a vital role as a leader in breastfeeding promotion.



HOOR 2: MATERNITY CARE PRACTICES THAT SUPPORT BREASTFEEDING

Designed for all providers, Hour 2 focuses the evidence-based practices that make up the *Ten Steps to Successful Breastfeeding*. This hour also introduces high impact behaviors that providers can realistically adopt in the outpatient and inpatient setting to efficiently improve breastfeeding outcomes in their population.



HOOR 3P: MANAGEMENT OF THE BREASTFED INFANT

Hour 3P is for pediatric providers allowing for a more directed discussion of anatomic and medical conditions that can impact successful breastfeeding. It also addresses the specifics of exclusivity, as the providers who chose this hour will most likely be making medical decisions on supplementation.



HOOR 3M: MANAGEMENT OF THE BREASTFEEDING DYAD FROM THE MATERNAL PERSPECTIVE

Hour 3M is for obstetric providers. With unique access to mothers before their feeding decisions are made and birth plans are set, prenatal providers are vital to breastfeeding success. This hour focuses on pre- and postnatal conditions that effect breastfeeding from the maternal angle.