

Making Breastfeeding Work: A Six-Point Plan

Self-Assessment

Medical Office _____

Contact Person _____

Email _____

Phone _____

Point 1: Policy: *The medical office has/will:*

Progressing	Breastfeeding Friendly	Breastfeeding Advocate
<ul style="list-style-type: none"> <input type="checkbox"/> No lactation policy. <input type="checkbox"/> An informal lactation policy that is not written or communicated regularly. <input type="checkbox"/> Staff interested in breastfeeding promotion. 	<ul style="list-style-type: none"> <input type="checkbox"/> A point person to oversee Breastfeeding Friendly Medical Office details. <input type="checkbox"/> A written, communicated, implemented lactation policy. <input type="checkbox"/> Formula coupons are out of view of patients. <input type="checkbox"/> No formula coupons allowed in the medical office. <input type="checkbox"/> Samples of formula given only when medically necessary, and only after a full breastfeeding assessment by a medical professional. <input type="checkbox"/> Few or no barriers to staff scheduling breaks and work patterns to express breastmilk. <input type="checkbox"/> A prioritized or designated space for employee milk expression. 	<ul style="list-style-type: none"> <input type="checkbox"/> A written lactation policy that is routinely communicated, fully implemented, and displayed in public view. <input type="checkbox"/> No staff gifts/benefits accepted from formula companies. <input type="checkbox"/> An appointed breastfeeding champion in the office who drives improvement of all Breastfeeding Friendly policies and practices.

Point 2: Provider Training: *The medical office has/will:*

Progressing	Breastfeeding Friendly	Breastfeeding Advocate
<ul style="list-style-type: none"> <input type="checkbox"/> No staff lactation training, or training is provided inconsistently. 	<ul style="list-style-type: none"> <input type="checkbox"/> Consistent and role-appropriate lactation training for ALL staff. <input type="checkbox"/> Training that follows guidelines from the Baby-Friendly Hospital Initiative™ the Academy of Breastfeeding Medicine, and/or the World Health Organization. <input type="checkbox"/> Identified cultural considerations related to staff training. <input type="checkbox"/> A triage protocol in place for patient phone calls about breastfeeding concerns. 	<ul style="list-style-type: none"> <input type="checkbox"/> An IBCLC (International Board-Certified Lactation Consultant) on staff or available for direct referral. <input type="checkbox"/> Another type of lactation counselor on staff or available via direct referral. <input type="checkbox"/> Opportunities for staff to become a lactation management professional. <input type="checkbox"/> Cultural competency as part of breastfeeding support and training per recommended guidelines. <input type="checkbox"/> Lactation referral options included in the electronic medical record.

Point 3: Patient Education: *The medical office has/will:*

Progressing	Breastfeeding Friendly	Breastfeeding Advocate
<ul style="list-style-type: none"> <input type="checkbox"/> Little, inconsistent, or no breastfeeding education at any visit. 	<ul style="list-style-type: none"> <input type="checkbox"/> Provide specific and clear points to be discussed at each visit during prenatal and early well-child checks. 	<ul style="list-style-type: none"> <input type="checkbox"/> Encourage all patients to attend prenatal breastfeeding education classes. <input type="checkbox"/> Offer guidance and encouragement for partner/family breastfeeding support.

Self-Assessment

Point 4: Environment: *The medical office has/will:*

Progressing	Breastfeeding Friendly	Breastfeeding Advocate
<ul style="list-style-type: none"> <input type="checkbox"/> Little or inconsistent display of support for breastfeeding. <input type="checkbox"/> Formula and formula company information in view of patients. 	<ul style="list-style-type: none"> <input type="checkbox"/> Display and convey supportive breastfeeding educational materials and signage. <input type="checkbox"/> No formula in public view. <input type="checkbox"/> No formula company messaging on educational materials or free gifts to patients provided by formula companies. <input type="checkbox"/> Welcome signage to breastfeed in public areas or request a more private space. 	<ul style="list-style-type: none"> <input type="checkbox"/> Breastfeeding Friendly workplace designation. <input type="checkbox"/> Stock breastfeeding supplies (pads, shells, shields, etc.). <input type="checkbox"/> Breastfeeding signage and educational materials include family/partners. <input type="checkbox"/> A private space and accompanying signage for patients to breastfeed.

Point 5: Evaluation and Sustainability: *The medical office has/will:*

Progressing	Breastfeeding Friendly	Breastfeeding Advocate
<ul style="list-style-type: none"> <input type="checkbox"/> Limited to no documentation of breastfeeding rates. <input type="checkbox"/> Inconsistent or no billing for lactation services. 	<ul style="list-style-type: none"> <input type="checkbox"/> Documentation of breastfeeding rates among patients. <input type="checkbox"/> Create some financial sustainability through insurance billing for lactation services. 	<ul style="list-style-type: none"> <input type="checkbox"/> Track breastfeeding rates and use data to improve breastfeeding outcomes. <input type="checkbox"/> Evaluate Breastfeeding Friendly policies and practices annually. <input type="checkbox"/> Breastfeeding services that are financially sustainable via reimbursement or other financial sources.

Point 6: Continuity of Care: *The medical office has/will:*

Progressing	Breastfeeding Friendly	Breastfeeding Advocate
<ul style="list-style-type: none"> <input type="checkbox"/> No supportive breastfeeding resource or referral materials available to patients. <input type="checkbox"/> A greater than 5-day delay of contact with breastfeeding mothers by neonatal care providers after delivery discharge from birthing facility. 	<ul style="list-style-type: none"> <input type="checkbox"/> Assurance of a first follow-up visit to check on breastfeeding progress 3-5 days after birth. <input type="checkbox"/> A readily available list of lactation professionals to refer patients to when necessary. <input type="checkbox"/> Lactation reference and resource materials are available and utilized. 	<ul style="list-style-type: none"> <input type="checkbox"/> A routine evaluation by an IBCLC to check on breastfeeding progress 3-5 days after birth.