Breastfeeding Policy

1. Inform All New Staff of the Loudoun Pediatric Associates (LPA) Breastfeeding Policy. The LPA Breastfeeding Policy is based upon the Academy of Pediatrics Policy Statement on Breastfeeding and the Use of Human Milk and the Academy of Breastfeeding Medicine Clinical Protocol #14. Breastfeeding-Friendly Physician’s Office, Part 1: Optimizing Care for Infants and Children (see guidelines section). A Lactation Team will be maintained at LPA. This team will consist of members who have completed the training requirements established by the International Board of Lactation Consultant Examiners (IBCLC) and will provide staff with ongoing education to support the breastfeeding families.

2. Encourage Exclusive Breastfeeding. Staff will encourage mothers to feed only breast milk and avoid supplementing, unless medically necessary; the AAP Breastfeeding and the Use of Human Milk Guidelines will be followed (see guidelines section). All health care providers will complete a training program approved by the AAP Center for Breastfeeding to establish baseline knowledge to support the breastfeeding dyad. This training is free and provided by the Wellstart Program which is available on the AAP Center for Breastfeeding Website http://www.wellstart.org/. The training includes a recommendation to encourage breastfeeding mothers to feed newborns only breast milk for the first six months, to avoid offering supplemental formula unless medically indicated, and to avoid bottles or a pacifier until breastfeeding is well established.
3. Be culturally competent in provision of care. Spanish interpreters will be available when possible. LPA staff will make an effort to provide verbal and written information with consideration for the cultural diversity that exists with the practice. LPA will make an effort to provide a culturally diverse staff. The parents will be supported regarding feeding practices that are specific to their cultural beliefs unless considered unsafe.

4. Offer a prenatal breastfeeding educational visit. A prenatal breastfeeding class will be provided to families. This class will meet monthly and provide a viewing of the InJoy video “Better Breastfeeding,” a hands-on demonstration of breastfeeding techniques, didactic instruction regarding common problems, how to overcome obstacles, plus written materials to take home. This class will be implemented by personnel who have completed lactation training such as a consultant or specialist. A monthly “meet and greet” will be available at each office for families to meet the medical providers and learn about services. The class will also be advertised on the practice website. Family members will also be encouraged to attend.

5. Collaborate with local hospitals. The INOVA Loudoun Hospital Birthing Inn will be made aware of the breastfeeding support services at LPA. The practice staff members who see mother and infant pairs during their hospital stay will encourage mothers to ask for breastfeeding support from the hospital lactation consultants prior to discharge. LPA will encourage mothers to use the breastfeeding support group provided by the hospital, the Birthing Inn boutique for supplies, and to seek their lactation services in the case LPA is not available.

6. Schedule a follow up visit within 24–48 hours of birth. All newborns will be scheduled for a newborn visit within 1–2 days after leaving the INOVA Loudoun Hospital Center Birthing Inn. Newborns coming for other hospitals will be scheduled within 24 hours of calling for their
appointments to ensure they fall into the timeframe of 48–72 hours of birth as recommended by their hospital discharge instructions.

The mother will be offered lactation support during the initial newborn visit and be encouraged to return for ongoing lactation support. The newborn visits will include an assessment of breastfeeding using the template shown below. The template was developed following established guidelines described by Lawrence & Lawrence (1999) and Newman and Pittman (2000).

The history of presenting illness (HPI) will be entered by the nurse and reviewed by the health care provider. The HPI will stimulate the provider to refer the mother for lactation support, as indicated by the answers enclosed by brackets – refer to lactation, in the case lactation services are not able to be paired with the newborn visit.

Weight loss since birth: [ %] [ none ] [ gaining ] [ greater than 7% - return for recheck 1–2 days ]
[ greater than 10% - refer to lactation ]
FEEDING: "What are you feeding your baby?" [ Breastmilk ] [ Formula ] [ Both ]
- Breastfeeding Quality: [ good ] [ poor – refer to lactation ]
- Breast pain/any concerns: [ no ] [ yes – refer to lactation ] [ describe: ]
- Formula: Type: [ milk based ] [ soy ] [ ]
Has your baby had <3 stools in last 24 hours: [ no ] [ yes – refer to lactation ]
Quality: [ dark-tarry] [ greenish ] [ yellow-seedy ] [ dark/tarry on Day 4 or later – refer to lactation ]
URINE: difficulties/concerns? [ no ] [ yes ] [ ]: number of wet diapers
[ less than 3 on day 3 – refer to lactation ]

Subsequent health maintenance visits will include the following information related to breastfeeding in the HPI. The answers in the template will stimulate the provider to offer additional lactation services up through the age of six months.

1, 2, 4, and 6 Month Visits
Nutrition: [ Breastmilk ] [ Formula ] [ Both ]
- Type of Formula: [ ]
- Ounces/day: [ ]
Solid foods: [ ]
- Source of water: [ ]
- Vitamins: [ ]
Would you like any information about our breastfeeding products? [ yes ] [ no ] [ N/A ]
Would you like our lactation team to contact you regarding any concerns? [ yes ] [ no ] [ N/A ]
Health care providers are instructed to contact the Lactation Team so that a telephone call and/or in-person visit will occur within 24 hours if the history indicates a [yes] answer for Lactation Team contact. Lactation support will continue with in-person and/or telephone contact until the mother is satisfied her concerns have been resolved.

7. Provide Educational Resources. Breastfeeding handouts will be generated using established resources endorsed by organizations such as the International Lactation Consultant Association and La Leche League to provide to parents. An initial newborn packet will be provided giving basic breastfeeding information, common problems with solutions, and information regarding our breastfeeding services to all mothers of newborns.

8. Encourage Open Breastfeeding. Information regarding lactation services will be provided at every newborn visit, breastfeeding in the waiting room will not be discouraged, and a lactation room will be available for mothers who prefer privacy. Staff will be encouraged to assist mothers who want to breastfeed during their office visits.

9. Promote Breastfeeding. Breastfeeding posters, calendars, and handouts will be available at both offices. The office will participate in "World Breastfeeding Week", which is held every October world-wide and provides a venue for special breastfeeding promotion activities.

10. Discourage Formula Marketing. Free specialty formulas are accepted by the practice to provide to patients at office visits in the case there is a financial need. The formula is kept in a cabinet and not readily displayed. Formula marketers are allowed to provide information regarding formula along with lunch to the staff. Handouts, gift bags, or literature with formula logos is not accepted for display in the office. No pictures of formula-fed infants will be allowed to be on display. The IBCLC staff members follow the WHO guidelines for International Code of Marketing of Breast-milk Substitutes.
11. **Provide Telephone Support.** A Lactation Specialist will contact all newborns within three days of birth to offer breastfeeding support over the telephone. A warm-line will be set up and available to mothers during business hours (Mon–Fri) who wish to leave a message regarding questions or problems with the promise to return their call within 24 hours.

12. **Commend Breastfeeding.** As part of staff training, attention will be given to encourage staff to offer mothers praise for continued breastfeeding.

13. **Recommend Breastfeeding to Six Months and up to One Year.** AAP guidelines for exclusive breastfeeding up to six months with introduction of complementary foods and continuation of breastfeeding to at least one year will be recommended to all parents.

14. **Work Site Lactation Policy.** Space within the office that offers privacy and a location for milk storage will be provided for all breastfeeding employees. A work site policy will be documented and placed within the manual for staff to review.

15. **Community Resources.** A weekly, drop-in new moms support group will be offered. As part of the policy manual, information on local resources will be provided such as local La Leche meetings and community lactation consulting services.

16. **Insurance and Billing.** Lactation consulting office visits will be offered as a service provided by the practice and billed to the families' insurance company. The AAP Breastfeeding and Lactation CPT and ICD–9 billing codes will be used by the physicians, nurse practitioners, and physician assistants. The office Lactation Specialist will be utilized to provide ongoing services in collaboration with billing providers so that services can be submitted for reimbursement.

17. **Workplace Support.** A handout will be developed based on the Virginia Department of Health, “Business Case for Breastfeeding” and provided to breastfeeding mothers as a resource for them to give their
employers. A “going back to work” program will be developed and offered to help sustain continued breastfeeding.

18. **Staff Training.** A short breastfeeding presentation (see presentation section) will be provided to all staff members, including the front staff, nurses and providers. Providers giving direct medical care to breastfeeding dyads will also be asked to complete a training program located on the AAP Section on Breastfeeding Website. This program, the Wellstart International Lactation Education Program, was funded by UNICEF and developed for use as a training program for hospitals to meet “baby friendly status”. The program is located at [www.wellstart.org](http://www.wellstart.org), is free and can be completed online.

19. **Data Tracking.** The breastfeeding initiation and duration rates of patients from the practice will be tracked every 2 years and entered into a database. Feeding data will be collected to view the practice breastfeeding rates for exclusivity and duration of breastfeeding collected at the newborn visit, two, four, six, and twelve months visits by the Lactation Team.