

BreastfeedingTraining.ORG

Location: Virginia
Date Submitted: 2/2009
Category: **Emerging Practice**

BACKGROUND

The message of breastfeeding being the ideal way to feed an infant has been proclaimed by health experts for many years. Only recently has Virginia begun to meet two of the five Healthy People 2010 breastfeeding objectives. According to the Centers for Disease Control and Prevention (CDC), of the infants born in 2005 in Virginia, only 33.8% of them were being exclusively breastfed at three months and only 14.3% were exclusively breastfed at six months. Virginia falls short of the Healthy People 2010 breastfeeding objective of having 60% of all infants exclusively breastfed at three months and 25% of all infants breastfed at six months. Contributing to the problem is the fact that many medical residents do not receive the lactation management education needed to prepare them for the clinical encounters with breastfeeding mothers.

The Virginia Department of Health (VDH) contracted with University of Virginia to develop a web-based training course on breastfeeding to help health care workers better understand the potential impact that they have on the health of the community and to educate them on the basics of successful breastfeeding. This course offered free continuing education to physicians, nurses, dietitians, pharmacists, etc. This online course was developed as a convenient way to educate healthcare professionals while offering free CEUs, CMEs, and CPEs to participants. Every health care worker throughout the world possesses the potential to have a significant impact on a mother's decision to breastfeed her infant and her success with breastfeeding.

PROGRAM OBJECTIVES

The overall objectives for this website are to educate health professionals on the importance of breastfeeding. The site also teaches practitioners about the mechanics of breastfeeding, how to instruct their patients in breastfeeding

TITLE V/MCH BLOCK GRANT MEASURES ADDRESSED

#4: A) Percent of infants who are ever breastfed and B) Percent of infants breastfed exclusively through 6 months.

techniques, and the types of issues that their patients might encounter. This Breastfeeding Training Course provides health professionals with detailed information regarding the theory and practice of lactation management.

TARGET POPULATION SERVED

www.BreastfeedingTraining.org is available worldwide to all healthcare professionals.

PROGRAM ACTIVITIES

The evidence-based Breastfeeding Handbook for Physicians created by the American Academy of Pediatrics (AAP) was used as the basis for the information provided on the website. The program consists of 14 modules which are loosely based on the International Board of Lactation Consultant Examiners (IBLCE) Exam Blueprint Disciplines: Anatomy, Physiology, Nutrition, Biochemistry, Immunology, Infectious Diseases, Pathology, Pharmacology, Growth & Development, Breastfeeding Equipment, Technology, Techniques, and Public Health.

PROGRAM OUTCOMES/EVALUATION DATA

The modules were initially peer reviewed and they continue to receive on-going evaluation each month. Each participant who completes the modules evaluates the site. Each participant also evaluates themselves by completing questions at the end of each module to assess what they learned.

As of January 2009, 2,672 healthcare professionals have registered for the course and 1,958 have completed all 14 modules.

PROGRAM COST

Year 1 = \$136,950, Year 2 = \$102,300

Continued Hosting through 2010 = \$84,500

This includes CME accreditation, marketing, design, data entry, testing, hosting, support, image processing, software/hardware licensing, participant tracking, and an honoraria for peer reviewers.

ASSETS & CHALLENGES**Assets**

- Staff was able to get assistance with creating a website from a local academic institution- University of Virginia (UVA)

Challenges

- Completing the paperwork for outside contractors on the project

LESSONS LEARNED

None were listed.

FUTURE STEPS

BreastfeedingTraining.org will continue from October 2007-February 2010

COLLABORATIONS

This project involved collaborations with UVA and the Virginia Breastfeeding Advisory Committee.

PEER REVIEW & REPLICATION

Peer review and replication of this program was not cited at the time of submission.

RESOURCES PROVIDED

Information about the program can be found at www.breastfeedingtraining.org

Key words: Nutrition, Physical Activity
Breastfeeding, Lactation, Infant Health, Training

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