



Quality



DEPARTMENT: Manteca Medical Center, Northern California

QUICK PICKS | JAN / FEB 2015

Health Education unit-based team gets more new moms breastfeeding their babies by:

- + Working with physicians, medical assistants and health educators so they all give consistent messages about the value of breastfeeding from the first prenatal visit through the birth.
- + Recommending that a question about breastfeeding be added to a questionnaire given to pregnant women at their 28-week prenatal doctor visit—and that members' questions and concerns be directed to lactation educators for follow-up.

RESULTS



PRENATAL PATIENTS WHO AS
NEW MOMS BREASTFEED EXCLUSIVELY

70%

BEFORE



92%

AFTER

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