



Kansas
Breastfeeding
Coalition, Inc.

KANSAS BREASTFEEDING FRIENDLY PHYSICIAN PRACTICE DESIGNATION

Families turn to their pediatrician for breastfeeding information and support. Yet a survey of pediatricians in the U.S. revealed gaps in breastfeeding training and education for physicians. (1)

Professional education is one of the nine strategies identified in the Centers for Disease Control and Prevention's Guide to Strategies to Support Breastfeeding Mothers and Infants. All four action steps suggested under this strategy in the Guide are incorporated into the Kansas Breastfeeding Friendly Practice Designation (KBFPD) project. KBFPD includes scholarships for one eligible office staff member to become an IBCLC, earning their practice a "5-star" designation.

KBFPD is designed to close the gaps in knowledge and significantly increase physician confidence in addressing breastfeeding problems. It also builds a seamless referral system for community support where it exists. This project provides training and tools for physician practices in all specialties. Physicians and their staff will learn how to identify problems and will learn about local lactation support providers to whom they can refer mothers for help.

1. Feldman-Winter, L., Szucs, K., Milano, A., Gottschlich, E., Sisk, B., & Schanler, R. J. (2017). National trends in pediatricians' practices and attitudes about breastfeeding: 1995 to 2014. *Pediatrics*, 140(4), e20171229. doi:10.1542/peds.2017-1229

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HISTORY

The Kansas Breastfeeding Friendly Physician Practice designation was created in 2015 by the Kansas Chapter of the American Academy of Pediatrics (KAAP) in partnership with the Kansas Breastfeeding Coalition (KBC). The KAAP received funding through 2018 to administer it. From 2019 to 2020, the KBC received funding to support seven physician practices that achieved the designation. The KBC contracted with the KS AAP to provide onsite education to these practices and award the designations.

WHAT IS INCLUDED

- 1-hour in-office training for physicians and staff presented by a physician, including lunch and 1 CME
- \$1,000 Professional development stipend for one staff member to become an IBCLC
- Toolkit of resources, including policy templates, patient handouts, etc.
- 1 free registration for a staff member to attend the next Kansas Breastfeeding Conference in Wichita

FIVE STARS CRITERIA

- A breastfeeding-friendly office environment
- Education for both staff and parents
- Policies and procedures that promote breastfeeding
- Community connections and breastfeeding resources
- On-site individualized breastfeeding support (having an IBCLC on staff)

CURRENT DESIGNEES

5 Star Designation:

Advent Health Ottawa Pediatrics –
Ottawa
Children's Mercy – Pediatric Care
Specialists – Overland Park
Children's Mercy West – Kansas
City
HMG Pediatric Clinic – Hays
KU Pediatric Clinics – Kansas City
KUMC Family Medicine – Kansas
City

KU Wichita Pediatrics – Wichita
Medical Heights Medical Clinic –
Dodge City
Drs. Morris and Hill Medical Clinic
– Fredonia
O'Shea Memorial Clinic – Jetmore
Panda Pediatrics – Lawrence
Pediatric Partners, PA – Overland
Park
Preferred Pediatrics – Olathe
Prairie Star Health Center –
Hutchinson
WN Pediatrics – Winfield

Patsy Barker, MD – Wichita
BlueStem Medical LLP – Quinter
Community Health Center of
Southeast Kansas
Cotton O'Neil Pediatrics
Cottonwood Pediatrics – Newton
Genesis Family Health – Liberal
GraceMed – Wichita
Hays Family Medicine – Hays
Hutchinson Clinic Pediatrics
Claudia McAllaster, MD –
Leavenworth
Prairie Band Potawatomi Health
Center
Sunflower OBGYN – Winfield

4 Star Designation:

Ashley Clinic – Chanute
Heartland Primary Care – Lenexa
Hodgeman County Health Clinic
KU Pediatrics – Kansas City

Designation in Progress:

15th Street Family Care Center –
Liberal

RESOURCES

- Kansas Breastfeeding Coalition resources (ksbreastfeeding.org/lactation-resources-in-kansas)
- The Breastfeeding-Friendly Pediatric Office Practice (AAP) (publications.aap.org/pediatrics/article/139/5/e20170647/38837/The-Breastfeeding-Friendly-Pediatric-Office)
- Breastfeeding-Friendly Physician's Office—Optimizing Care for Infants and Children (ABM) (bfmed.org/assets/Clinical_Protocol_14.pdf)
- Making Breastfeeding Work for Medical Offices (ksbreastfeeding.org/wp-content/uploads/2024/04/CO-Med-Office-Toolkit-04.15.19.pdf)