

How to Handle Telephone Calls About Breastfeeding

Introduction	When the <i>Loving Support</i> media promotions are run, we expect to receive telephone calls about breastfeeding on the WIC 800 number. This document describes the routing procedure for those calls.
Before forwarding the call	When a caller asks a question about breastfeeding, please complete one of the <i>Demographic Characteristics of Callers</i> questionnaires (a copy is attached). The text printed in bold print is suggested text for introducing the questions and thanking the caller for the information. The text printed in italics provides directions. When you finish the questionnaire, forward the caller to a nutrition consultant. <u>Note:</u> A caller may decline to answer any or all of the questions. Please mark any questions that are declined as “Declined to answer.”
Forwarding calls	Breastfeeding questions should be forwarded to the nutrition consultants in the following order: <ul style="list-style-type: none">• Holly• Brenda• Jan, Susan, Angie, Doris, or Emily. <u>Note:</u> If all of the nutrition consultants are out of the office, please take the caller’s name and telephone number so that a return call can be made.

Answering Telephone Calls About Breastfeeding

Introduction If Holly and Brenda are out of the office, other nutrition consultants will receive telephone calls about breastfeeding from the 800 line. This page provides tips for responses and lists suggested resources for use as reference and to send to the caller.

Tips for Answering calls The Table below lists general subject areas for breastfeeding questions and examples of responses and resources.

IF the question is about...	THEN...	Suggested Resources
The benefits of breastfeeding	<ul style="list-style-type: none"> • Answer questions, and • Provide information about other benefits the caller doesn't mention. 	<ul style="list-style-type: none"> • <i>Thinking about breastfeeding</i> • <i>Breastfeeding: For All The Right Reasons</i> • Breastfeeding bookmark
How to breastfeed •	Provide breastfeeding management information at your own comfort level <ul style="list-style-type: none"> • Refer to local WIC agency in caller's community • Send written information related to question or concern 	<ul style="list-style-type: none"> • <i>Getting started</i> • <i>The early weeks</i> • <i>Common concerns</i> • <i>Returning to work or school</i> • <i>Don't shy away from breastfeeding (embarrassment)</i> • <i>Breastfeeding works around my busy schedule (busy moms)</i> • <i>Breastfeeding Bookfinder</i> • <i>Breastfeeding in the 1st Week: A Counseling Guide (laminated — use as reference only; do not mail)</i>
Finding support •	Ask where the caller lives <ul style="list-style-type: none"> • Identify potential sources of support using resources listed in the next column • Provide the LLLI 800 number (1-800-525-3243) 	<ul style="list-style-type: none"> • <i>Referral Resources (IBCLCs)</i> • Local WIC agency listing • <i>Give a breastfeeding mom your loving support (encouragement)</i>
Interest in promoting breastfeeding in caller's community	<ul style="list-style-type: none"> • Check to see if a community breastfeeding coalition exists in the caller's community • Send information related to the question 	<ul style="list-style-type: none"> • Map and list of communitybased coalitions and contact persons • Iowa Lactation Task Force membership brochure • ILTF order form • Bureau order form

Continued on next page

Answering Telephone Calls About Breastfeeding, Continued

**Document each
call you take**

Please use the log on the next page to record basic information about the calls you take. At the end of each week, give the completed log to Holly.

**Thanks for
Your help!**

We're excited about the Loving Support project and the number of calls we may receive. We appreciate your help in answering these questions.

Demographic Characteristics of Callers

Thank you for calling. Before I connect you with someone who can answer your question about breastfeeding, I'd like to ask a few questions about how you got this telephone number. These questions are anonymous so your answers are confidential. Your answers will help us evaluate WIC's breastfeeding promotion activities.

1. **Where did you get this 800 number to call about breastfeeding?**
 - a. Television ad
 - b. Radio ad
 - c. Outdoor billboard (*If this is the only answer given, skip to question 3.*)
 - d. Newspaper ad (*If this is the only answer given, skip to question 3.*)
 - d. Other: Briefly describe: _____
(*If other is the only answer given, skip to question 3.*)

2. **If TV or radio ad, ask: What was the message in the ad you saw or heard?**
 - a. Breastfeeding helps us keep close even when we're apart
 - b. Family and friends help with breastfeeding
 - c. Helpful hints about breastfeeding from your baby
 - d. Other: Briefly describe: _____
 - e. Cannot remember

3. **Are you on WIC?**
 - a. Yes
 - b. No
 - c. Declined to answer

4. **Are you pregnant?**
 - a. Yes
 - b. No
 - c. Declined to answer

5. **What race or ethnic group do you identify with?**
 - a. Black or African American
 - b. White (not Hispanic)
 - c. Mexican or Mexican American
 - d. Puerto Rican or Cuban
 - e. Other Hispanic, Latino or Latin American
 - f. American Indian or Native American
 - g. Asian American
 - h. Other (write in: _____)
 - i. Declined to answer

6. **What county do you live in?**
 - a. _____
 - b. Declined to answer

7. **How old are you?**
 - a. _____ years
 - b. Declined to answer

8. **Are you:**
 - a. Female?
 - b. Male?

9. **Record today's date:** ____/____/____

Thank you for answering these questions. Your answers will be very helpful to us. Now I will connect you with someone who can help you with your question about breastfeeding.

