

Using Pacify to Connect with a Designated Breastfeeding Expert (DBE)

We are excited that Pacify can act as a Designated Breastfeeding Expert. Your support for families is essential, and with the new DBE requirements, Pacify is here as a partner, to offer 24/7 IBCLC access as an extra tool for you and your participants.



There are 3 ways WIC staff can utilize Pacify as a DBE:



DBE breast pump approvals

1. Initiate the call

Place the participant on speakerphone in the office and use the on-demand lactation consultant button in the Pacify app to connect with a Pacify IBCLC.

2. Introduction script once Pacify IBCLC joins the call

"Hi, I'm [Your Name], a MS WIC peer counselor. I'm calling to get help with [briefly describe the issue, e.g., low milk supply, trouble latching, pain while breastfeeding, approval to issue a pump, etc]."

3. Continue conversation with Pacify IBCLC as needed

Use the IBCLC's expertise for any clinical concerns or complex issues the participant may be facing.



Multi-user pump follow up

1. Initiate the call

Place the participant on speakerphone in the office and use the on-demand lactation consultant button in the Pacify app to connect with a Pacify IBCLC.

2. Introduction script once Pacify IBCLC joins the call

"Hi, I'm [Your Name], a MS WIC peer counselor. I have a WIC participant here with me for the multi user pump follow up call who would like some support with breastfeeding and pumping. I'll be leading the conversation, and we appreciate you being here to assist if additional expertise is needed."

3. Begin questions for the Participant

The WIC peer counselor will ask questions to the participant including:

- Are you still pumping for your baby?
- Is your baby still in the hospital or has he/she been discharged?

4. Continue conversation and involve Pacify IBCLC as needed

Use the IBCLC's expertise for any clinical concerns or complex issues the participant may be facing.



Other complex breastfeeding problem

1. Support participant with Pacify app enrollment

- The WIC peer counselor encourages the participant to download and enroll in the Pacify app on their personal phone, if they haven't already.
- The peer counselor assists the participant in opening the app and navigating to the on-demand lactation consultant button, ensuring they understand how to use the app.

2. Participant initiates a call to Pacify

- The participant uses the Pacify app on their own phone to initiate the call with a lactation consultant.
- Participants can continue to use the app 24/7, whenever support is needed.