

Clinical Problem



- Baby-friendly hospital unable to meet annual performance breastfeeding (BF) quality goal of 30 % exclusive BF for last 2 years
- Audit - nurses indicate heavy work load and new moms indicate lack of support
- Only 3 lactation consultants for 3,000 births
- Average performance rate for exclusive BF 22%

Background

- 80 % of babies in the United States breastfed at birth, only 25% EBF at six months of age (CDC, 2016)
- BF support impact mother's decision/willingness to initiate and sustain BF (CDC, 2015; 2016; 2011)

Research Questions

- Will BF class increase **BFSC knowledge level** and readiness to support moms?
- Will BF support from BFSC increase **EBF rates**?

Characteristics of BFSC

100% (8) of the BFSC were African American Mean Age 49.63	75% (6) of BFSC employed in the area more than 10 years	87.5% of BFSC had children and 87.5% breastfeed
BF Knowledge Very Knowledgeable 62.5% Knowledgeable 37.5%	Self-Reported BF Support Confidence Very Confident 75% Confident 25%	Self-Reported BF Practices Provided BF support more than 2X per week

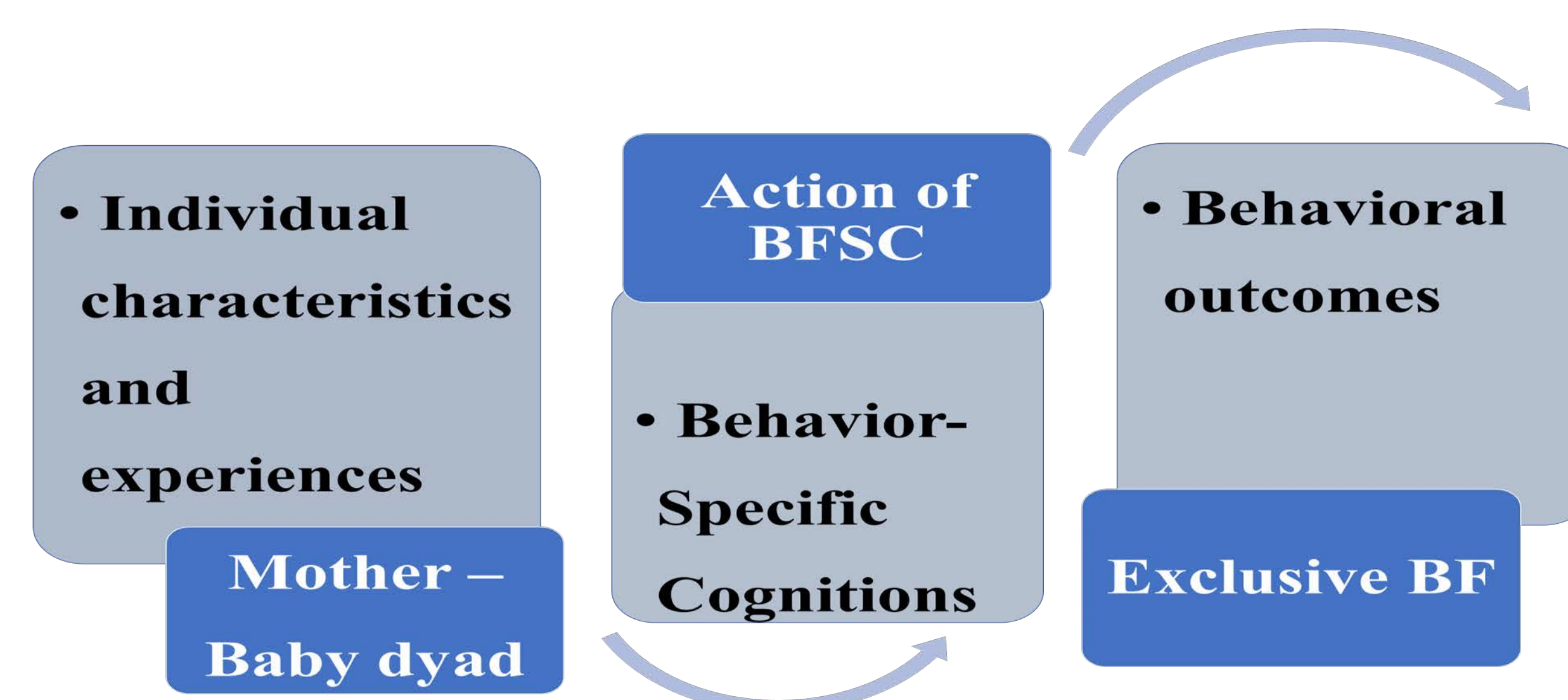
Literature Review

Studies reviewed categorized under:

- Postpartum mothers' need for BF support (Fu et al., 2014; Lewallen & Street, 2010; Wambach et al., 2011)
- Impact on BF and exclusive BF (Lewallen, & Street, 2010; Hinsliff-Smith, Spencer, Lecturer, & Walsh, 2013)
- Nature of BF support (Renfrew, McCormick, Wade, Quinn, & Dowswell, 2012)
- Timing of support (Chaput et al., 2015; Pannu, Giglia, Binns, Scott, & Oddy, 2011)
- Effectiveness of BF support (Haroon et al., 2013)
- Clinicians offering the BF support (Schmied, Beake, Sheehan, McCourt, & Dykes, 2011)

Theoretical Framework

Health Promotion Model (McEwen & Wills, 2011)



Design / Method / Data Analysis

- **Quality Improvement Project** at Acute urban hospital with Baby Friendly Designation in southeast U.S. using a convenience sample of 8 BFSCs
- **Interventions:**
 - 4 hour in-service BF management and assign BFSC to unit
- **Outcomes Measured**
 - Management of BF knowledge
 - BF support
 - Exclusive Breastfeeding Rates

Results BFSC

Comparison of the Pre- and Post-Intervention Breastfeeding Knowledge Levels

	Pre		Post			
	M	SD	M	SD	t	P value
Pacifier Use	6.5	1.06	7.75	0.7	-3.035	0.01*
Formula Use	7.62	0.74	8.0	0.0	-1.426	0.197
Separation of Couplets	6.13	1.13	6.75	0.89	-1.049	0.329
Total BF Knowledge	22.25	1.832	24.50	1.06	-3.473	0.01*

Wilcoxon Signed Ranks Tests for BFSCs readiness for breastfeeding support

	Pre		Post			
	M	SD	M	SD	Z	P value
Beliefs	74.50	3.81	78.25	2.49	-2.214 ^b	0.027*
Attitudes	52.50	6.21	55.75	5.625	-1.364 ^b	0.17
Subjective Norm	53.50	6.02	54.00	6.76	-.135 ^b	0.89
Behavior Intention	39.50	1.41	39.00	1.82	-.577 ^b	0.56

Results (Chart Audit of EBF Status)

	Mann-Whitney U	
Outcome	Z	P value
Exclusive BF	-2.16	0.03*
Received formula	-2.16	0.03*
Reason for formula	-3.08	0.00*
Need for support	-0.65	0.51
Reason for support	-0.82	0.41

- Total post exclusive breastfeeding rate across all mothers increase from **16.2% to 25.4%**

Conclusions

- A 4 hour in-service **significantly increased total knowledge** in BFSC.
- **Readiness for BF support** showed increases in all areas, with beliefs showing a significant increase.
- The use of **BFSC** over a 4 week period of time increased the EBR and also significantly impacted the couplets that used formula and the reasons for formula use.

Reference

