**Effectiveness of Breastfeeding Shift Champions (BFSC) on Breastfeeding/Exclusive Breastfeeding Rates**

**Comfort Obi, MBA, MSN, RN, NE-BC**  
(Email: comfort.obi@bobcats.gcsu.edu)

**Georgia College and State University, Milledgeville, GA**

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### 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?

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### 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% breastfeeding

### 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; Himsliff-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)

- Individual characteristics and experiences
- Mother – Baby dyad
- Action of BFSC
- Behavior-Specific Cognitions
- Behavioral outcomes
- Exclusive BF

### Results (Chart Audit of EBF Status)

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Mann-Whitney U</th>
<th>P value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total BF Knowledge</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exclusive BF</td>
<td>-2.16</td>
<td>0.03*</td>
</tr>
<tr>
<td>Received formula</td>
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<td>0.03*</td>
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<tr>
<td>Reason for formula</td>
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<tr>
<td>Need for support</td>
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<td>0.51</td>
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<tr>
<td>Reason for support</td>
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<td>0.41</td>
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</tbody>
</table>

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### Conclusion

- 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 couples that used formula and the reasons for formula use.

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### References