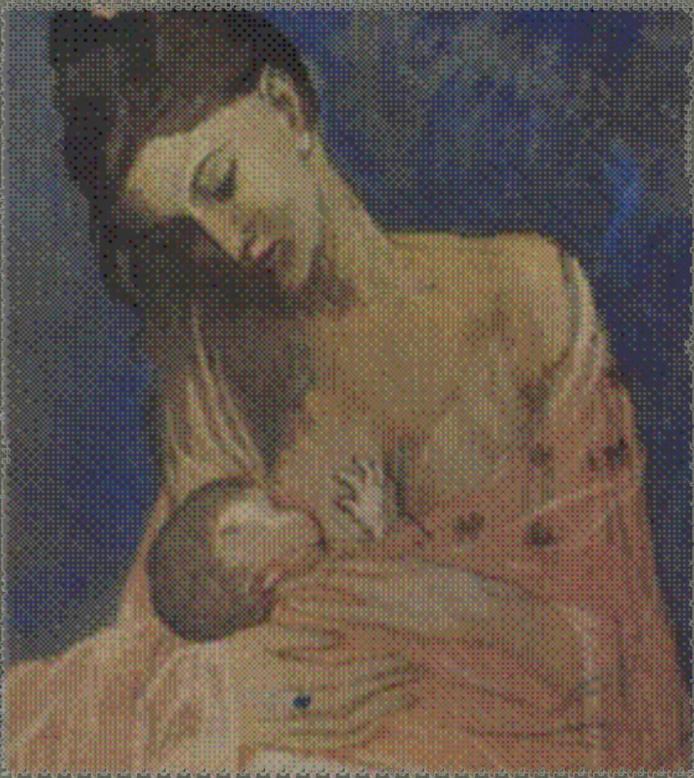


# A Pilot Project to Assess Need and Implementation of an EBP Prenatal Breastfeeding Protocol



Kristin Smith, RN, BS, CLC  
DNP Student  
Saint John Fisher College

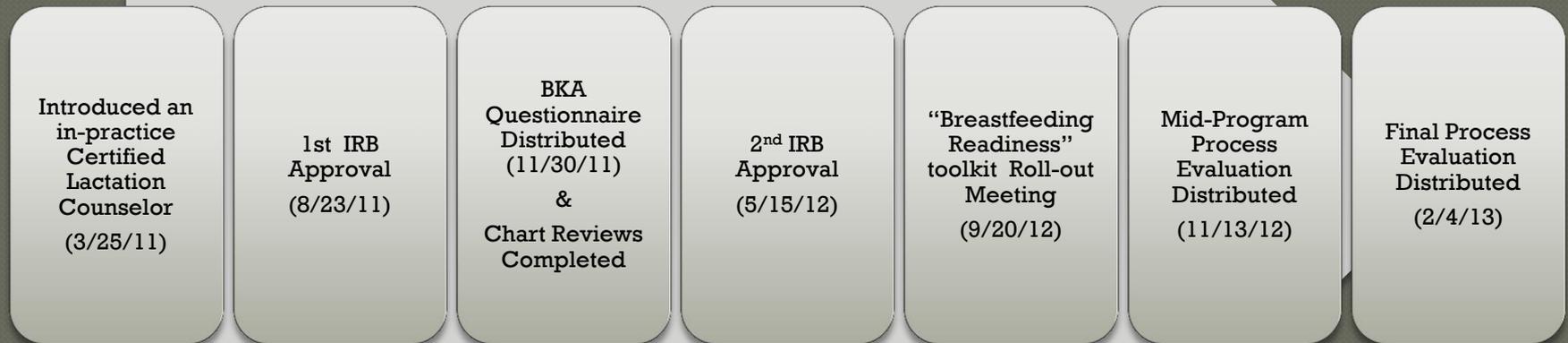
# Purpose

---

1. Evaluate the current rates of breastfeeding within an urban underserved practice in Monroe County.
2. Assess healthcare professionals knowledge, attitudes, and self-efficacy in caring for breastfeeding women and their infants.
3. Provide consistent breastfeeding education to women early in the prenatal period by informed and committed health care professionals through implementation of a toolkit aimed at assisting provider counseling of patients.

# DNP Project Timeline

Needs  
Assessment



Project Implementation and Evaluation

# Comparison of Breastfeeding Rates

	3 months	6 months	9 months	12 months
Study Population	30.7%	18.0%	12%	7.3%
Monroe County	—	19.8%	—	—
NYS	—	40.6%	—	—
U.S. Baseline	76.9% <sup>1</sup>	43.4% <sup>1</sup>	—	22.7% <sup>1</sup>
Healthy People 2020 goal	—	60.5% <sup>1</sup>	—	34.1% <sup>1</sup>

<sup>1</sup> U.S. Department of Health and Human Services, 2011

<sup>2</sup> NYS Department of Health, 2011

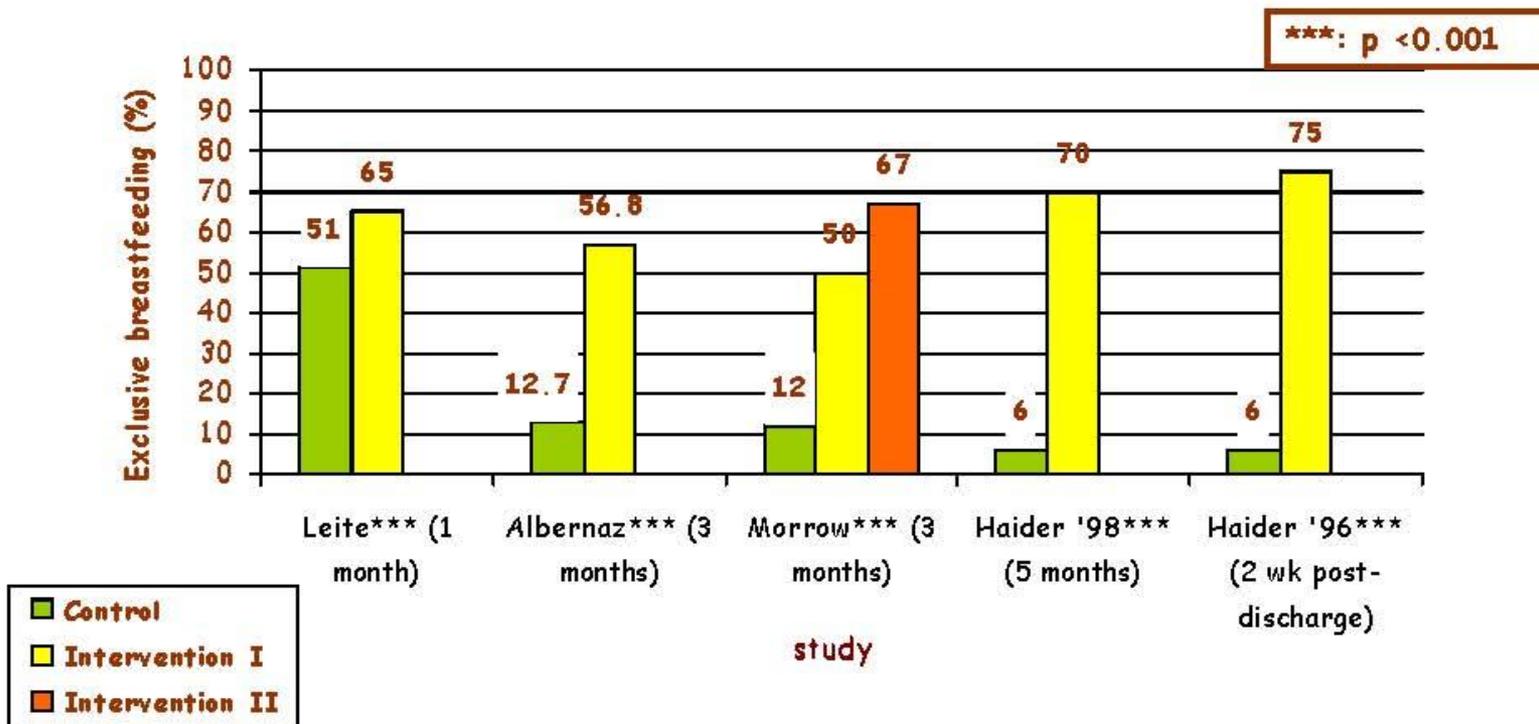
# Breastfeeding Readiness Toolkit

---

- ◉ Toolkit based on EBP guidelines:
  - Breastfeeding Promotion in the Prenatal Setting (Academy of Breastfeeding Medicine Protocol #19, 2009; AHRQ, 2009)
- ◉ Incorporates a referral for peer counseling
  - Research demonstrates Peer Counseling increases initiation, duration, and exclusivity of breastfeeding



## Effectiveness of breastfeeding counselling on exclusive breastfeeding



# Breastfeeding Readiness Toolkit

---

## Provider Use

- WIC/NIH Referral
- “Encouraging your Patients to Breastfeed”

## Patient Handouts

- Breastfeeding Fact Sheet
- Magazine – “*Your Guide to Breastfeeding*”
- Brochure – “*Keeping your Baby Safe*”

(Finger Lakes Perinatal Forum, 2010)

The best moments  
of my day are when I

# BREAST FEED.

Make peaceful moments in your life.  
Breastfeed your baby.



A healthy baby  
**BEGINS WITH YOU.**  
**(585) 546.4930**



Perinatal  
NETWORK  
of Monroe County

Supported by PHS Grant #5U49CE000895, Community Partnership for Breastfeeding Promotion and Support.

Your Guide to  
**Breastfeeding**  
For African American Women

**WHY BREASTFEEDING IS IMPORTANT**

**LEARNING TO BREASTFEED**

**COMMON QUESTIONS**

**TROUBLE-RESOLVING CHART**

**REACTING IN PUBLIC**

**COMMON CHALLENGES**



Your Guide to  
**Breastfeeding**

**WHY BREASTFEEDING IS IMPORTANT**

**LEARNING TO BREASTFEED**

**COMMON QUESTIONS**

**TROUBLE-RESOLVING CHART**



# Interprofessional Team

---

## ○ Pilot team:

- 2 Medical Assistants
- 1 NP
- 1 Faculty MD
- 1 OB fellow
- 4 Residents
- 2 RNs

# Mid-Program Process Evaluation

(n = 5 OB Providers)

---

- 80% used components of toolkit
  - 60% handouts (Magazine, fact sheet, pamphlet)
  - 40% Stages of Change laminated guide
  - 40% Referral
- 40% would recommend to peers, 60% were unsure

# Final Process Evaluation

(n = 5 OB providers)

---

- 100% used the components of the toolkit
  - 100% handouts
  - 20% Stages of Change laminated guide
  - 40% NIH/WIC referral form
  
- 60% increased time discussing BF with patients (40% no change)
- 80% felt it was easy to incorporate and 100% felt patients were open to enhanced counseling
- 80% would recommend to peers

# Provider Comments

---

- ◎ *“It’s a great resource, I wish we had more time with patients and thus more time to utilize it”*
- ◎ *“...we discussed her intention to BF a few times [...] this helped better assess the adequacy of our discussion and what other things I might address.”*

# Outcome Evaluation

---

- n =20 received enhanced counseling
  - 12 referrals to Peer Counseling (4 MD, 7 NP)
  - Intend to BF— 89% (17 out of 19)
  - “Undecided”— 11% (2 out of 19)
- Outcomes:
  - Initiation— 100%!! (7 out of 7)
  - Exclusive BF while inpatient— 57% (4 out of 7)

# Outcomes

<b>Evaluation Criteria</b>	<b>Pre-implementation</b>	<b>Post-implementation</b>	<b>Benchmark</b>
<b>Documentation</b>	84.7%	100%	All states 97.8% <sup>1</sup> NYS 100% <sup>1</sup>
<b>Intends to BF</b>	50.7% (yes) 12.7% (no) 12.7% (undecided, try, or “discussed)	89% (yes) 0% (no) 11% (undecided)	
<b>Early Breastfeeding</b>	1 <sup>st</sup> infant visit: 60.7%	Inpatient 100%	81.9% initiation <sup>2</sup> (Current U.S.- 74%)

<sup>1</sup> CDC National Survey of Maternity Practices in Infant Nutrition and Care (mPINC)- 2011

<sup>2</sup> Healthy People 2020

# Overcoming Challenges

---

## ● Communication

- Even with a small pilot, it was a challenge to communicate the details of the toolkit with everybody

## ● Toolkit location

- Placing one in each exam room was not sufficient; placing all documents from the toolkit in EACH patient's paper chart provided a visual cue to utilize

## ● Remembering to use the toolkit

- Occasionally providers see patients without the paper chart, thus they requested a reminder to utilize the toolkit
- MAs agreeable to place reminder sticker on each OB visit encounter form

# WIC Referral and Partnership Referral?

---

- Complete both WIC & Breastfeeding Partnership referral?
  - Per WIC: YES
  - “In some instances, for example in the postpartum period, we have supported women through our NIH grant who might be WIC eligible but haven't yet enrolled in the WIC program. This is a crucial time period ,the time postpartum from hospital discharge to home, the first few days when readily available help can make breastfeeding successful.”
  - Plan to ask WIC to come speak with our practice about since parts of the toolkit are now being rolled out to the entire practice and there are many questions about this referral

# Facilitators

---

## ○ Excellent team

- Nurses, NP, residents, faculty physicians, and especially the medical assistants!
- Everybody's input is valuable; very team oriented

## ○ Having a lactation counselor in the office

- If patients had questions that providers were unsure of, they had immediate access to lactation support, including seeing a patient at the end of a provider visit or f/u by phone



# Summary/Future Research

---

- EBP provider toolkit has shown success
  - Provider acceptance/use
  - Increased initiation rates
- Based on the pilot, there are plans to roll out toolkit to the entire practice
- Further evaluation on a larger sample needed
- Future research needs to evaluate if toolkit impacts duration of breastfeeding

# References

- Agency for Healthcare Research and Quality. (2007). Breastfeeding and maternal and infant health outcomes in developed countries (AHRQ Publication No. 07-E007). Retrieved from <http://www.ahrq.gov/downloads/pub/evidence/pdf/brfout/brfout.pdf>
- Chapman, D.J., Morel, K., Anderson, A.K., Damio, G., & Perez-Escamilla, R. (2010). Breastfeeding peer counseling: from efficacy through scale-up. *Journal of Human Lactation*, 26(3), 314-326. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmedhealth/PMH0030655/>.
- Centers for Disease Control and prevention. (2010). Breastfeeding report card, United States: Outcome indicators. Retrieved from <http://www.cdc.gov/breastfeeding/data/reportcard.htm>.
- Finger Lakes Perinatal Forum. Breastfeeding Readiness Toolkit. PHS Grant #R01-HD055191, Community Partnership for Breastfeeding Promotion and Support. Retrieved from <http://www.urmc.rochester.edu/flrpp/provider-materials/>
- NYS Department of Health (2011). Obesity Statistics for Monroe County. Retrieved from <http://www.health.ny.gov/statistics/prevention/obesity/county/monroe.htm>.
- Titler, M.G., C., Steelman, V.J., Rakel, B. A., Budreau, G., Everett, L.Q., Buckwalter, K.C., Tripp-Reimer, T., & Goode C. (2001). The Iowa Model Of Evidence-Based Practice to Promote Quality Care. *Critical Care Nursing Clinics of North America*, 13(4), 497-509.
- U.S. Department of Health and Human Services. *The Surgeon General's Call to Action to Support Breastfeeding*. Washington, DC: U.S. Department of Health and Human Services, Office of the Surgeon General.
- National Guideline, Clearinghouse. (2009). Breastfeeding promotion in the prenatal setting. Retrieved 1/23/2013, from <http://www.guideline.gov/content.aspx?id=15182&search=breastfeeding+promotion+in+the+prenatal+setting>.
- Prochaska, J.O. & DiClemente, C.C. (1977). The transtheoretical approach. In: Norcross, JC; Goldfried, MR. (eds.) *Handbook of psychotherapy integration*. 2nd ed. New York: Oxford University Press; p. 147-171.
- U.S. Department of Health and Human Services, 2012. Maternal, infant, and child health objectives. Retrieved from <http://www.healthypeople.gov/2020/topicsobjectives2020/objectiveslist.aspx?topicId=26>.
- U.S. Department of Health and Human Services. (2011) *The Surgeon General's Call to Action to Support Breastfeeding*. Washington, DC: U.S. Department of Health and Human Services, Office of the Surgeon General.
- World Health Organization (2013). Nutrition: Exclusive breastfeeding. Retrieved from: