Creating a Breastfeeding Friendly University Community
Presenter Information

Julie Duff, DNP, APRN, WHNP-BC, CNE
Associate Professor
Resurrection University, College of Nursing
Chicago, Illinois

I have no financial interests or relationships to disclose.
Presentation Overview

- Quality improvement initiatives at Resurrection University (ResU) surrounding lactation support
  - Share background information
  - Discuss the quality improvement (QI) process
  - Encourage replication
- Connection to our conference theme
The facts...

- Overwhelming evidence on the benefits of breastmilk
- WHO, CDC, AAP, Surgeon General: similar recommendations
- Optimal way to nourish an infant
- Breastfeeding is a public health issue

(American Academy of Pediatrics [AAP], 2012; Centers for Disease Control and Prevention [CDC], 2018; Ip, et al., 2007; U.S. Department of Health and Human Services [DHHS], 2011; World Health Organization [WHO], 2018)
The Breastfeeding Report Card reveals the nation’s progress towards meeting the Healthy People 2020 goals for the Maternal, Infant, and Child Health (MICH) Objectives related to breastfeeding:

**MICH 21: Increase the proportion of infants who are breastfed**

- **Ever**
  - 2020 Goal: 81.9%
  - Current: 83.2% ✓
- **At 6 months**
  - 2020 Goal: 60.6%
  - Current: 57.6%
- **At 1 year**
  - 2020 Goal: 34.1%
  - Current: 35.9% ✓
- **Exclusively through 3 months**
  - 2020 Goal: 46.2%
  - Current: 46.9% ✓
- **Exclusively through 6 months**
  - 2020 Goal: 25.5%
  - Current: 24.9%

(CDC, 2018)
Employment is often a barrier to successful continuation of breastfeeding

Women who work are less likely to initiate and continue breastfeeding when compared to women who are not employed (CDC, 2015)

Obstacles include lack of:
- formal policy
- breastfeeding education
- support from peers, supervisors
- dedicated space for milk expression
Background: School Environment

- Little research on the effect of the return to school on breastfeeding, or specifically about breastfeeding mothers who are students
- Survey of 139 colleges and universities found a lack of resources on campuses
  - only 3.6% of surveyed institutions had a policy or written information about lactation spaces (Bostick et al., 2016)
- School is the “work” of the student, and so it is logical to include students with employees
Evidence to Support Initiatives

- Existing literature backs lactation support programs; connects workplace culture initiatives with outcomes
- Most common interventions which foster a supportive breastfeeding environment:
  - formal policy
  - lactation space
  - education for the work/school community
- Publications by the U.S. Surgeon General and U.S. Department of Health and Human Services echo the strategies and action plans recommended by researchers and scientists

The College of Nursing and Health Sciences is growing!

Students
- 919 students currently enrolled (increased from 688 students two years ago)
- 89% female
- 93% of female students are childbearing age
- Approximately 24 students currently pregnant or gave birth within past 12 months

Faculty, staff, administration (FSA)
- 127 full-time employees (up from 90 employees two years ago)
- 80% female
- 47% of female FSA are childbearing age (up 11% in last two years)
- Approximately 9 FSA currently pregnant or gave birth within the past 12 months
Purpose of QI Initiatives

1. Raise awareness of the importance of breastfeeding among the ResU community
2. Create initiatives to encourage and support breastfeeding mothers
3. Create a culture of breastfeeding where nursing mothers are empowered to meet their breastfeeding goals
Initiatives at ResU

- Quality improvement included multiple initiatives related to:
  - Policy
  - Education
  - Environment
  - Marketing
I. Lactation policy

- Secured a “champion”
- Met with leadership; “buy-in”
- Reviewed current resources and examples
- Wrote policy
- ResU’s policy approved
  - Currently housed in the electronic policy folders on the university shared drive
  - Referenced in the Employee Handbook and University Catalog
  - ResU Intranet
II. Education blitz

- Three-weeks of themed breastfeeding education targeted at entire learning community:
  - Week 1: Concept of a “breastfeeding-friendly” university community
  - Week 2: Benefits for infants and mothers
  - Week 3: Recommendations from national organizations for the length of time an infant should receive breastmilk

- Collaborated with Marketing & Communications team to create branded flyers, emails, and social media messages

- Other educational opportunities
  - World Breastfeeding Week, August 2018
III. Lactation room

- Researched items: “need to have” vs. “nice to have”
- Created a budget
- All items were approved
- (Ask for more than you will expect to get!)
## Lactation Room Budget

<table>
<thead>
<tr>
<th>Needs for Room</th>
<th>Approximate Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labor and materials to paint room</td>
<td>$400.00</td>
</tr>
<tr>
<td>Signage for door</td>
<td>$50.00</td>
</tr>
<tr>
<td>Area rugs</td>
<td>$375.00</td>
</tr>
<tr>
<td>Privacy screens (2)</td>
<td>$180.00</td>
</tr>
<tr>
<td>Medela hospital-grade electric breast pump</td>
<td>N/C (donated)</td>
</tr>
<tr>
<td>Mini fridge</td>
<td>$110.00</td>
</tr>
<tr>
<td>Comfortable chairs (2)</td>
<td>$425.00</td>
</tr>
<tr>
<td>Small table and 2 chairs</td>
<td>N/C (already have)</td>
</tr>
<tr>
<td>Misc. items: bulletin board, small pillows, disinfecting wipes, hand soap, paper towels, tissues, hand sanitizer, bottle brush</td>
<td>$150.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$1,690.00</strong></td>
</tr>
</tbody>
</table>
Marketing

IV. Professional brochure

- Worked with Communications & Marketing team
- Outside graphic designer created logo and arranged finished product
- Brochure is now included in:
  - New hire packets and maternity Leave of Absence materials for employees
  - New student welcome materials
- Created branded material for New Student Orientation (NSO)
Why Replicate?

Should other educational institutions adopt lactation support initiatives similar to this project? Yes!

1. Relatively low cost
   - After initial investment in capital expenses, future costs are low

2. Recruitment and retention
   - Providing lactation support may help to attract and retain highly qualified students, faculty, staff, and administrators who recognize the importance of this issue

(Stewart, 2016)
3. Good business
Family-friendly benefits have potential to bring businesses a 3:1 Return on Investment (ROI) through:
- Less employee sick time, lower employee absenteeism rates (since babies are healthier), decreased health insurance costs
- Less burnout and lower turnover rates
- Higher employee productivity and loyalty
- Improved student and employee morale

(DHHS, Office on Women’s Health; U.S. Department of Health and Human Services, Health Resources and Services Administration, 2008b)
Sustainability

- Initiatives are in place for this project to successfully continue at ResU
  - Policy established
  - Education initiated
  - Supports in place
  - Lactation room improvements completed
- ResU’s Office of Student & Employee Affairs functions as the clearinghouse for those seeking information on lactation initiatives at ResU
Opportunities

Opportunities for continued growth of initiatives

- University webpage
  - Can be accessed from the main university website or by visiting http://www.resu.edu/breastfeedingfriendly
  - Opportunities to grow and develop the webpage’s resources over the coming months: articles, outside resources, etc.
Opportunities (cont’d)

- Resource binder for the lactation room
  - Include information on:
    - Surviving the first weeks back to work/school after having baby
    - Maintaining milk supply
    - Storing and freezing breast milk
    - Managing common breastfeeding problems
    - Community resources (e.g. information on breastfeeding support groups and certified lactation consultants).

- Track use of room and evaluate satisfaction with initiatives
Implications for Practice

- Nurses are in a perfect position to promote healthy behaviors and lead change
- Nurses have the power to:
  - raise awareness of the health benefits of breastfeeding
  - influence policy regarding lactation support
  - advocate for breastfeeding mothers
- Promoting breastfeeding can positively impact the well-being of individual women and children, families, and entire communities
Conclusion

The evidence-based QI intended to:

- Create a supportive environment for breastfeeding students and employees at ResU
- Begin to build a culture of breastfeeding at the university
- Support a healthy workplace in an academic setting
Thank you

Support similar efforts in your workplace! Reach out to share ideas, challenges, successes.

Julie.Duff@ResU.edu
References


References (cont’d)


