Purposes:
- Inadequate breastfeeding education in healthcare provider (physicians, advanced practice nurses, and nurses) training
- Attitudes of practicing healthcare providers toward the decision to breastfeed are declining
- Purpose of this project was to increase breastfeeding knowledge and confidence of healthcare providers involved in the care of pregnant women in rural OB Clinics
- One of the most highly effective preventive measures a mother can take to protect the health of her infant is to breastfeed
- Breastfeeding success rates among mothers can be greatly improved through active support from families, friends, communities, and healthcare providers

Methods:
- Fourteen healthcare providers participated in the project
- Utilized American Academy of Pediatrics (AAP) Breastfeeding Residency Curriculum
- Participants completed Pre-Test questionnaires before educational intervention and Post-Test questionnaires immediately and three months following implementation
- Participants used ACOG’s Perinatal Practice Guidelines to counsel pregnant women on breastfeeding
- Participants documented breastfeeding counseling per guidelines in the Electronic Medical Record (EMR)
- EMRs reviewed for comparison of Pre- to Post-project implementation to determine what, if any, effect the educational intervention had on prenatal breastfeeding counseling

PICOT Question:
In healthcare providers in rural OB clinics, how does implementation of a formalized breastfeeding education program compared to current practice, affect provider knowledge, confidence, and utilization of the program over 3 months?

Results:
Short-Term Goals:
- 25% increase in utilization of breastfeeding counseling recommendations from ACOG
- 25% increase in both healthcare provider breastfeeding knowledge and confidence

Outcomes:
- 15.6% increase in utilization of breastfeeding counseling recommendations from ACOG
- 19.2% increase in healthcare provider knowledge scores
- 23% increase in healthcare provider confidence scores

Strengths & Weaknesses:
Project Strengths:
- Increased knowledge and confidence in breastfeeding promotion and management by healthcare providers
- Minimal time commitment of healthcare providers to incorporate ACOG guidelines
- Change in healthcare provider practice patterns
- No cost - free to healthcare providers
- Breastfeeding counseling is a billable service

Project Weaknesses:
- Small number of healthcare providers participating in project

Implications for Future Practice:
- Future application: Training healthcare providers to utilize evidence-based guidelines
- Influences practice throughout the healthcare field, leading to increased rates of breastfeeding
- Opportunities for additional application: Wider dissemination of the curriculum to healthcare provider training programs
- Implications for Practice: Breastfeeding success rate among mothers can be greatly improved through active support from healthcare providers
- More evidence-based breastfeeding education is required for healthcare providers to become both knowledgeable and confident in their skills to promote breastfeeding and manage breastfeeding clients

References:

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