

Breast is BEST: Increasing Healthcare Provider Knowledge and Confidence

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PURPOSE

- ❑ 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?

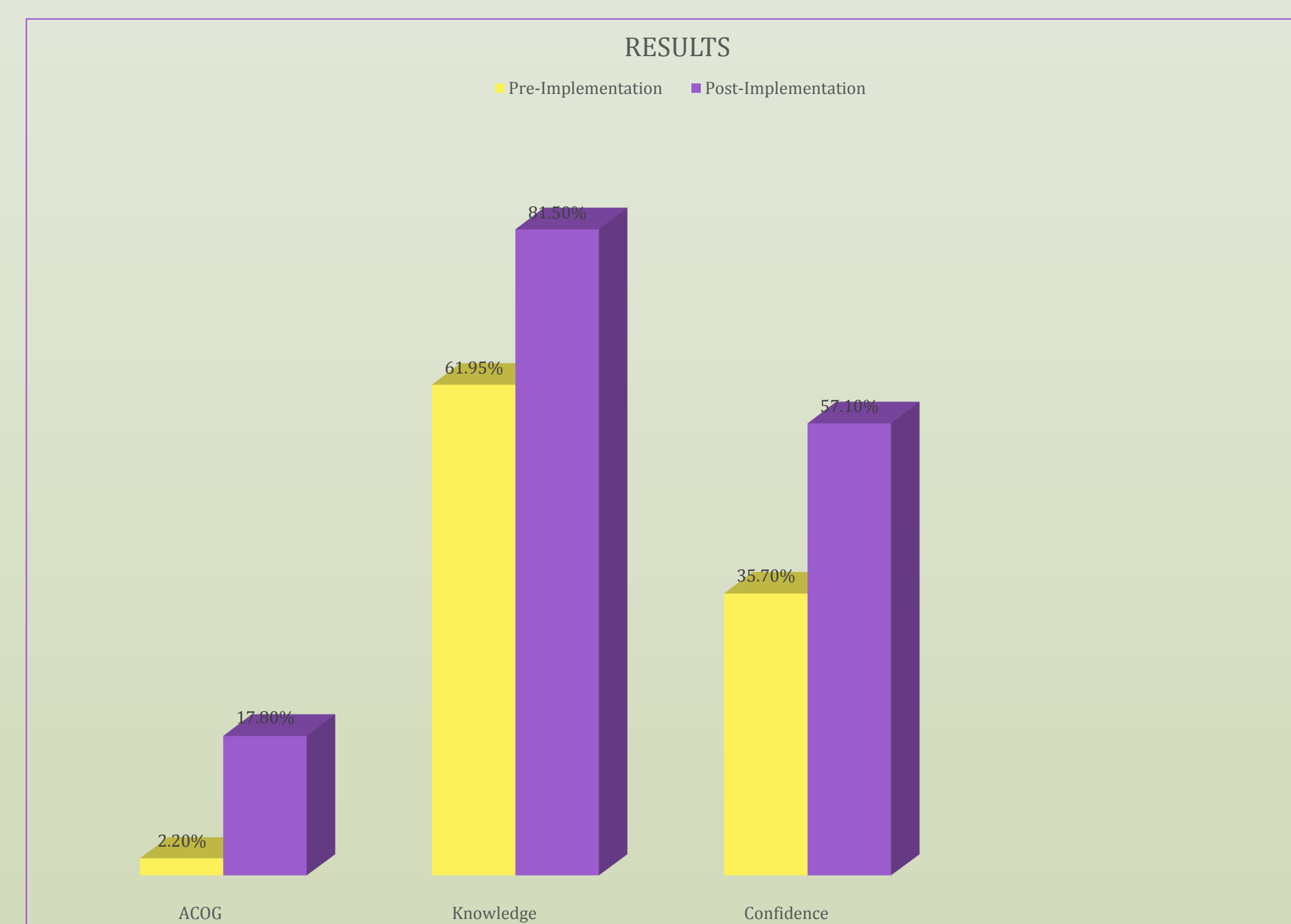
RESULTS

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

- American Academy of Pediatrics (AAP). (2010). *Breastfeeding residency curriculum*. Retrieved from <http://www2.aap.org/breastfeeding/curriculum/>
- American Congress of Obstetricians and Gynecologists (ACOG). (2012). *Perinatal practice guidelines*. Retrieved from <http://www.acog.org/>

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