Background

- Breastmilk is the ideal nutritional option for infants for optimal growth and development.
- UTMB had only 15% of infants exclusively breastfeeding after delivery.
- To increase the rates of infants receiving breastmilk after delivery, initiated baby friendly hospital designation.
- As a component of this Baby Friendly initiative, it was important to ensure the staff nurses are adequately prepared to effectively participate in supporting mothers to breastfeed.

Purpose

- To identify staff nurses attitudes towards breastfeeding and increasing the rates of exclusive breastfeeding in infants after delivery at UTMB.
- Increase exclusive breastfeeding rates after delivery at the UTMB maternity hospital.

Methods

- Quality Improvement Project
- Participants RN’s in maternity units (N = 168).
- Intervention:
  - Formal EMPower LER education program
  - 3 hour skills training by lactation specialists
  - 2 hour clinical experience with a lactation consultant.
- Post Intervention
  - Nurses completed Iowa Infant Feeding Attitudes Scale (IIFAS)
  - Collected data on exclusive breastfeeding
- 1 month prior to intervention
- 1 month following intervention

Data Analysis

- Descriptive statistics

Staff Nurses Perceptions of Breastfeeding versus Formula feeding

<table>
<thead>
<tr>
<th></th>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>BF babies healthier than forumla fed babies</td>
<td>21%</td>
<td>59%</td>
</tr>
<tr>
<td>Formula fed babies more overfed than BF</td>
<td>18%</td>
<td>77%</td>
</tr>
<tr>
<td>Breast milk lacks iron</td>
<td>17%</td>
<td>62%</td>
</tr>
<tr>
<td>BF increase mother-infant bonding</td>
<td>12%</td>
<td>86%</td>
</tr>
<tr>
<td>BF nutritional benefits only while BF</td>
<td>9%</td>
<td>91%</td>
</tr>
<tr>
<td>Formula feeding more convenient than BF</td>
<td>14%</td>
<td>86%</td>
</tr>
</tbody>
</table>

% of Infants Exclusively Fed Breast Milk

- Sept 17: 0%
- Oct 15: 0%
- Nov 16: 20%
- Dec 17: 40%
- Jan 16: 60%
- Feb 16: 80%
- Mar 17: 80%
- Apr 15: 60%

Outcomes (Beneficiaries)

- Nurses (168/170) received breastfeeding training
- New process to increase babies exclusive breastfeeding has been implemented in L&D with >5,200 deliveries annually.
- Progressing towards Baby Friendly status

Future Plans

- Conduct focus groups related to IIFAS results
- Review and reinforce breastfeeding education
- Re-survey nurses December 2017 & June 2018
- Correlate IIFAS results with rates of exclusive breastfeeding
- Collect IIFAS data from mothers
- Correlate IIFAS nurse and mother data at 6 & 12 months

MCH Nursing Leadership Journey

Challenge the Process

- Initiated collaboration with EMPower to obtain Baby Friendly designation to increase exclusive breastfeeding post delivery
- Ask nurses to share and examine own attitudes

Inspire a Shared Vision

- Shared goals and vision for Baby Friendly designation
- Encouraged open communication

Enabling others to Act

- Staff training with lactation consultants to increase knowledge and rates of breastfeeding
- Provided time for staff training
- Provided anonymous way for nurses to voice attitudes about breastfeeding and process

Model the Way

- Role modeled completing LER training and skills training with lactation consultant
- Role modeled resilience through fires and floods!!

Encourage the Heart

- Positive emails
- Candy
- Individual recognition
- Processing attitude data

Logic Model

- Lactation and EMPower Consultants
- OB Faculty Dr. Munn
- Tracey Santiago – MBU Nurse Manager
- Evaluations and Staff Education
- Planning - Didactic component completed, CITI training completed, IRB submission, meetings with group
- Instruments, timeline and instrument admin.
- Implementation - Team, meetings, notification to staff, survey to be sent out once and then again in 3 months
- Evaluation - of data collection
- Provide staff education interventions
- Didactic content completed, team formation and reformation, IRB proposal completed
- EMPower team meetings
- Didactic training completed, “side by side” time with LC’s scheduled with staff/educator, setting up survey of nurses
- Educational materials – CEUs by nursing staff
- Lactation Skills fair
- Complete review: EMPower site visit July 19, 2017
- Completion of survey or surveys
- Collect baseline data in June/July – staff surveys and monthly chart reviews
- Acknowledge the BF Task Force team in the WIC newsletter and at unit meetings after EMPower designation.
- Baby Friendly designation for UTMB Galveston campus
- Identify nurses attitudes & knowledge and breastfeeding exclusivity of mom’s at UTMB.
- Improve rates of breastfeeding exclusivity
- Increase in nursing breastfeeding knowledge

Short Term Outcomes

- Increase in nursing breastfeeding knowledge

Long Term Outcomes

- Baby Friendly designation for UTMB Galveston campus

Interdisciplinary Team Members:

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Dr. Munn and Residents in OB Unit

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