Examine the impact of community breastfeeding support group on duration rates at 3 months.

**Methodology**

Retrospective analysis of the May 2016 results of medical records of and the newly implemented 90-day Discharge Follow-up Phone call; a new standard on the Mother / Baby unit at UF Health Shands Hospital.

**Objectives**

Examine the impact of community breastfeeding support group on duration rates at 3 months.

**Exclusive breastfeeding Goals**
- Healthy People’s 2020 Exclusive Breastfeeding (EBF) - 46.2%
- Florida mothers initiate breastfeeding - 77%
- Florida EBF at 3 months - 38.9%

**Successful Breastfeeding Factors**
- WHO Baby Friendly Hospital Initiative (BFH) evidence-based - “Ten Steps to successful breastfeeding”
- Maternal Confidence
- Self-Efficacy

**Community Breastfeeding Support Group**
- Step 10 of BFHI - “Foster the establishment of breastfeeding support groups and refer mothers to them on discharge”
- Supportive environment for mothers to increase knowledge about the benefits of breastfeeding
- Increase self-efficacy
- Face-to-face engagement contribute to longer durations of EBF

**Results**

- Of 30 women still Breastfeeding at Three Months
  - 83%
  - 23%
  - 57%
  - 70%

- Of 65 women Surveyed 90 Days Postpartum
  - 26%
  - 10%

- During the month of May 2016, there was no significant impact of community breastfeeding support group on duration at 90 days (t = -0.42487)
- Sixty five women answered the discharge follow-up call at 90-days; 46% continued EBF, 26% exclusively formula fed their infants & 15% fed infants a combination of both breast milk and formula
- Among the 65 women surveyed at 3 months
  - Ten participated in a community breastfeeding support group and only 4 were EBF
  - Twenty-six non-participants of breastfeeding support group exclusively breastfed
- Among the 30 women who EBF at three months, a high proportion of them experienced evidence-based infant feeding practices during hospitalization.