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▶ **Does standardized
breastfeeding education
by Physicians increase
breastfeeding rates
among patient
populations at FMC?**

INTRODUCTION

- **The AAP (American Academy of Pediatrics), AAFP (American Academy of Family Physicians), ABFM (Academy of Breastfeeding Medicine) and WHO (World Health Organization) recommend exclusive breastfeeding for the first six months of life (1)**
- **Exclusive Breastfeeding: human milk only**
- **Unity Point Baby Friendly designation**
- **Public health issue**

BACKGROUND

- **'Healthy People 2020' national breastfeeding goals of 81.9% of babies breastfeeding at birth, 60.6% at 6 months and 34.9% at 1 year (2)**
- **Illinois average 81.1% of mothers breastfeeding at least once, No. 29 in the nation (2)**
- **Unity Point FMC: 21.92%, below Illinois average (Drs.Dobbins, Beri, Kaur(2015) (3)**
- **Vulnerable populations(2)**

STUDY AIM

- **To target vulnerable populations with standardized education during their first trimester and assess breastfeeding rates after this intervention.**

BACKGROUND

- **Skin to skin**
- **Early initiation of breastfeeding**
- **Lactation support**
- **Baby Friendly Hospital Initiative (BFHI)**
- **Breastfeeding education**

METHODS

- **Control group – retrospective chart review 2015/2016**
- **Inclusion criteria**
- **Antenatal Survey– age, relationship status, education level, prior breastfeeding experience, race**
- **Standardized Breastfeeding Education**
- **Postpartum survey**

RESULTS

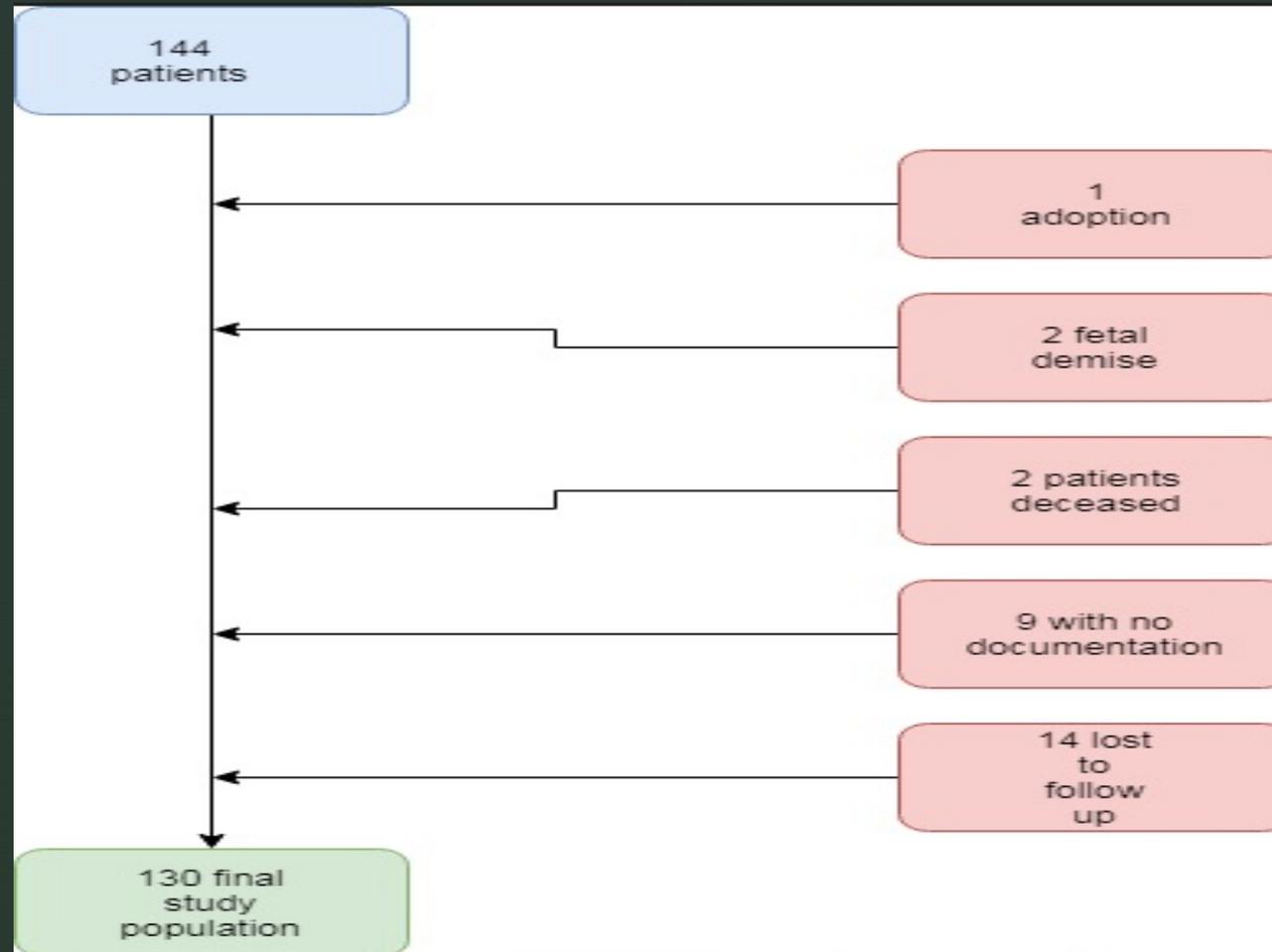
Pre education:

Patient age 25.2 ± 5.8

*Rate of breastfeeding =
 $(52+18)/130=0.538=53.8\%$*

95% confidence interval is [45.2%, 62.4%]

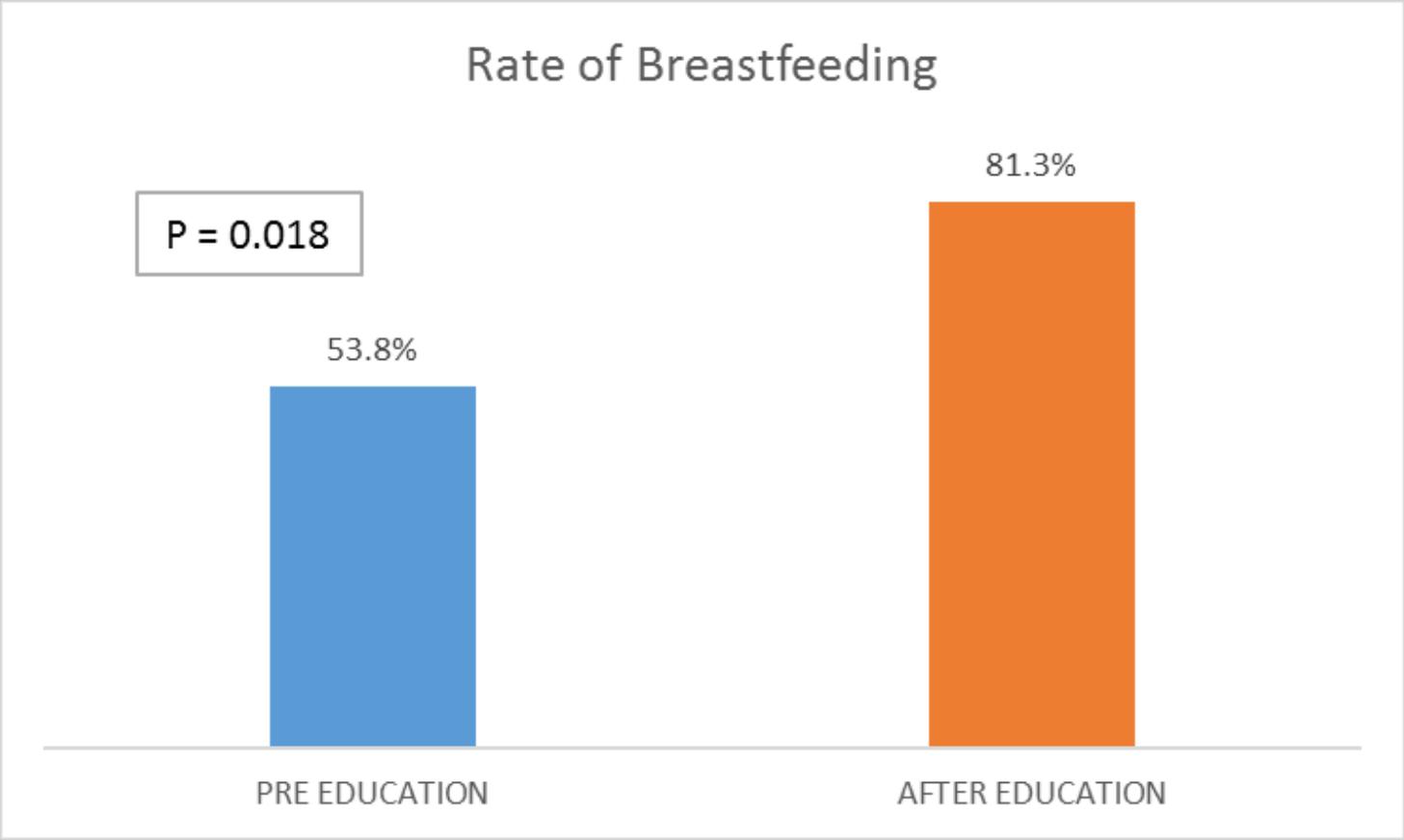
2015/2016



RESULTS

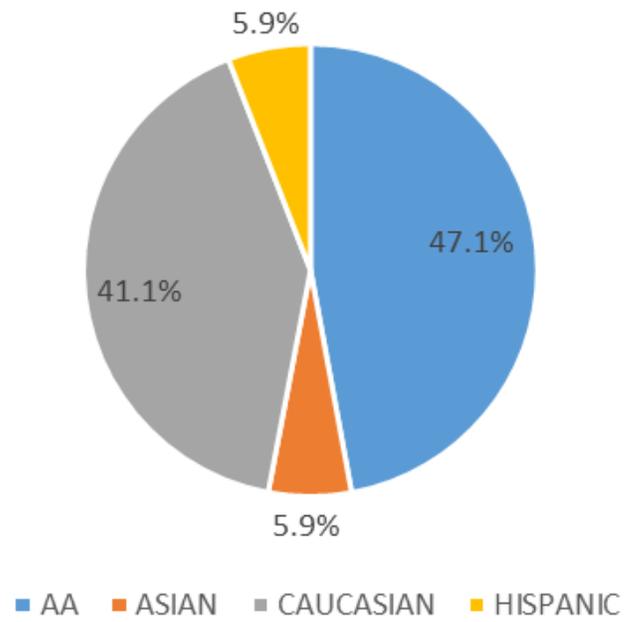
BREASTFEEDING DATA 2015/2016	
BREAST	52
BOTTLE	60
BOTH	18
LOST	14

2017/2018 DATA

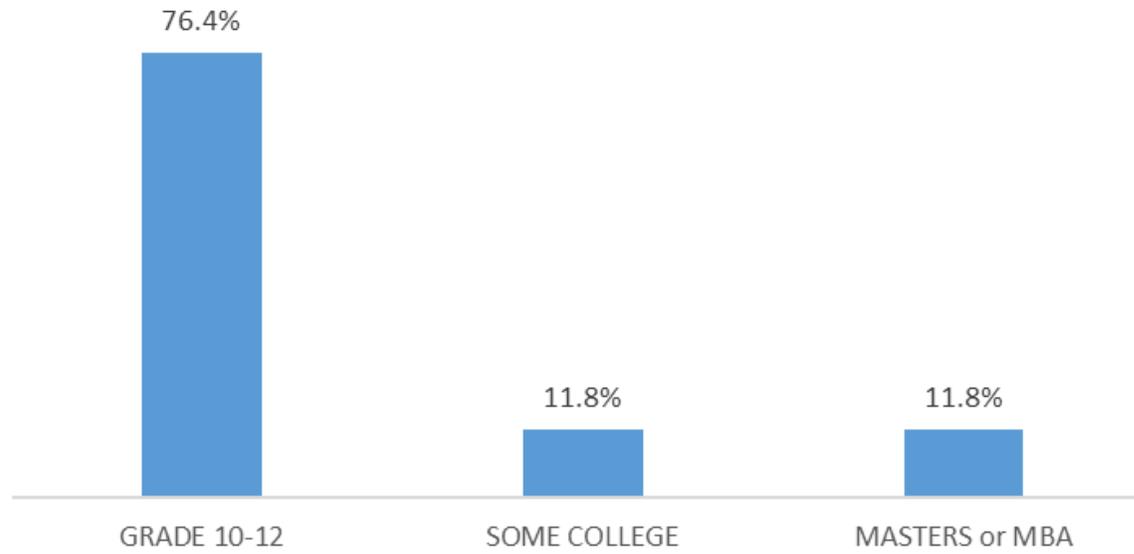




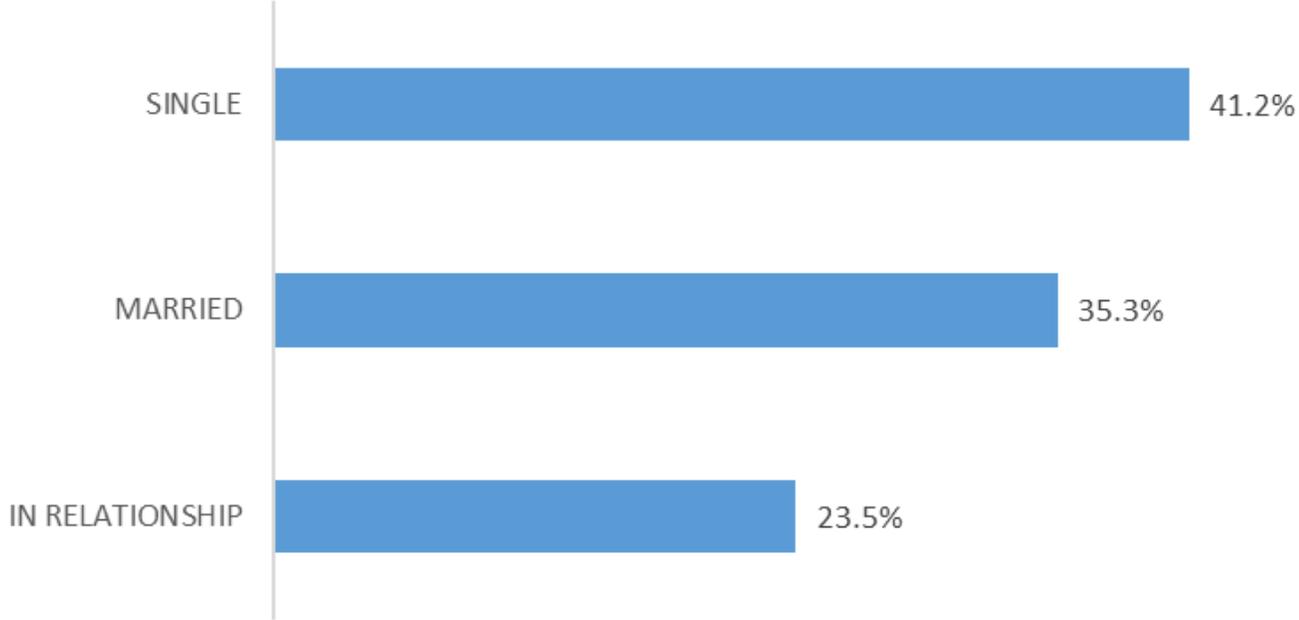
Race



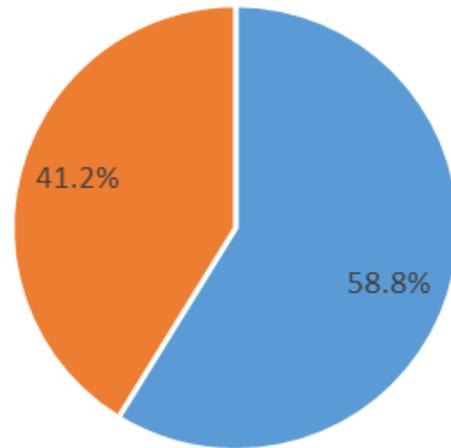
Education Level



Relationship Status

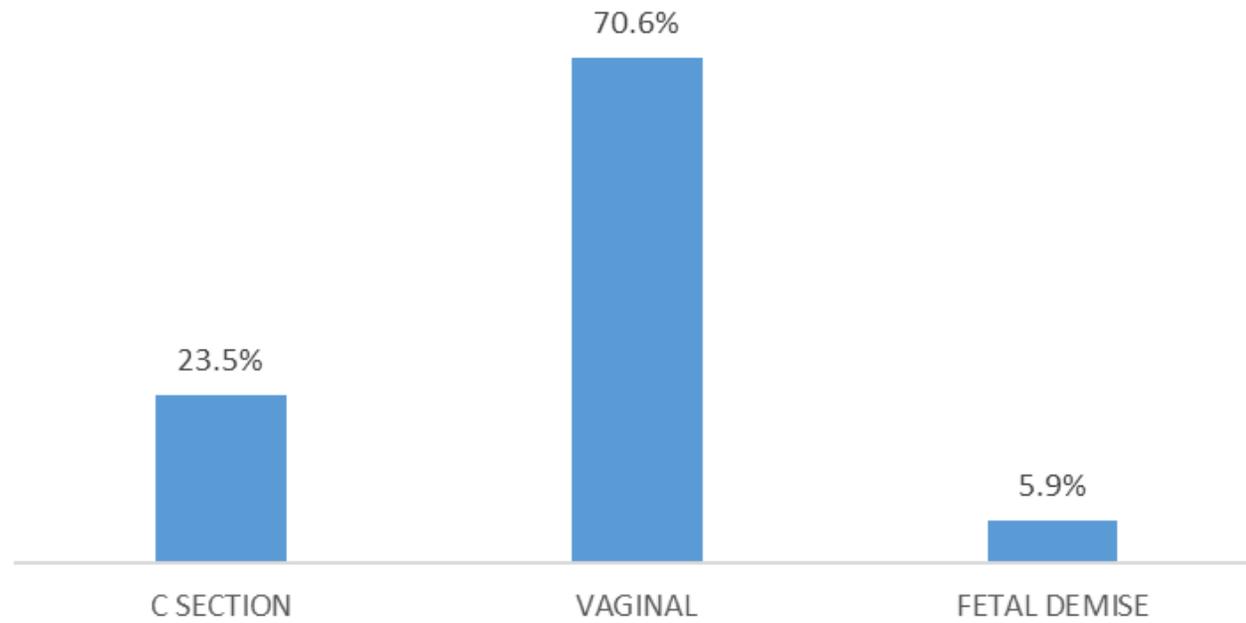


Employment Status

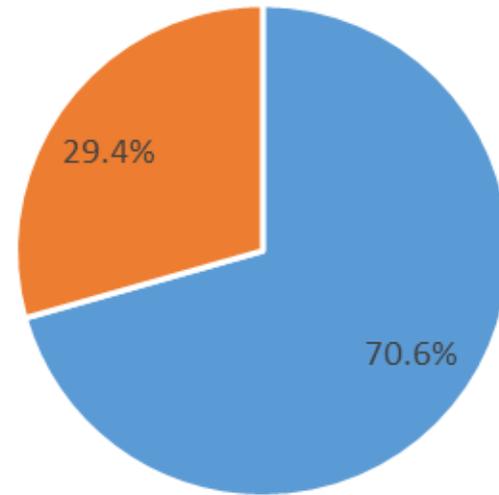


■ EMPLOYED ■ UNEMPLOYED

Delivery Method



Breastfeeding Experience



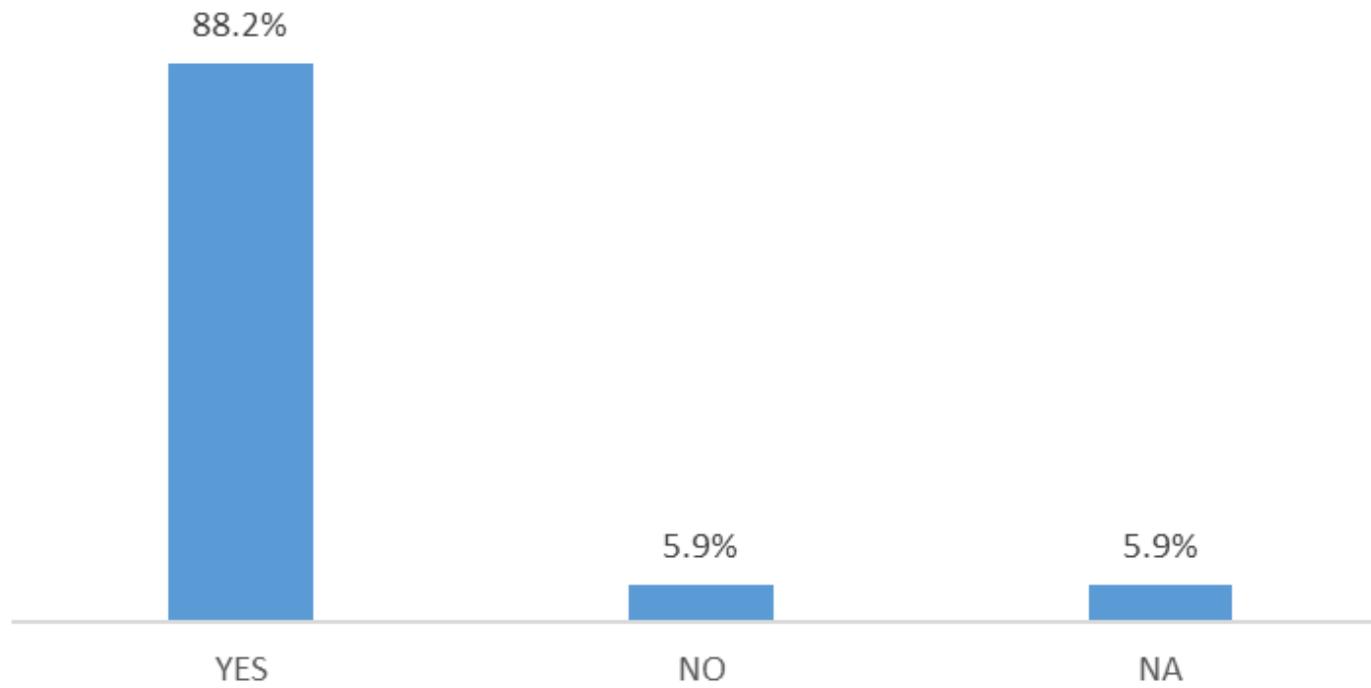
■ YES ■ NO



Lactation Support



Access to WIC



RESULTS

- *Rate of breastfeeding=*
 $(4+9)/16=0.813=81.3\%$ 95%
confidence interval is [62.2%, 100%]
- *Still below National goal of 81.9%,*
but above Illinois average of 81.1%

CONCLUSION

- *z-test p_value = 0.018, at significance level of 0.05, the rate of breastfeeding after education may be greater than the rate of breastfeeding before education.*
- *Larger sample size needed to adjust for other factors to make a firm conclusion*

LIMITATIONS

- **Poor sample size**
- **Only initiation of breastfeeding**
- **Cannot establish direct causation**

FUTURE RECOMMENDATIONS

- **Increase sample size**
- **Physician education on benefits of breastfeeding (U of A survey)**
- **Extend study beyond initiation of breastfeeding**
- **? Impact of race, age, and socioeconomic status**
- **Role of Centering**

ACKNOWLEDGEMENTS

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