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## 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

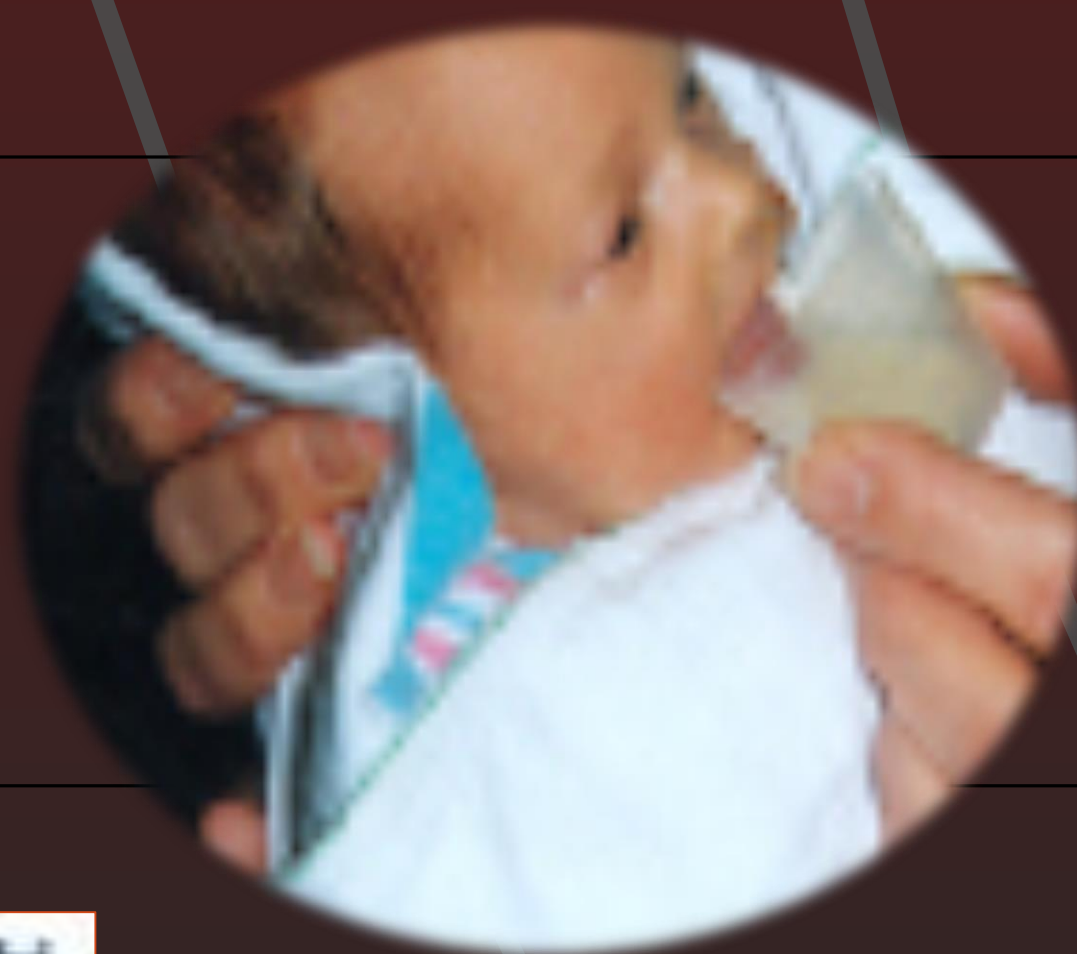
- To identify staff nurses attitudes towards breastfeeding and increasing the rates of exclusive breastfeeding in infants after delivery at UTMB.
- Increase exclusive breastfeeding rates after delivery at the UTMB maternity hospital.

## Methods

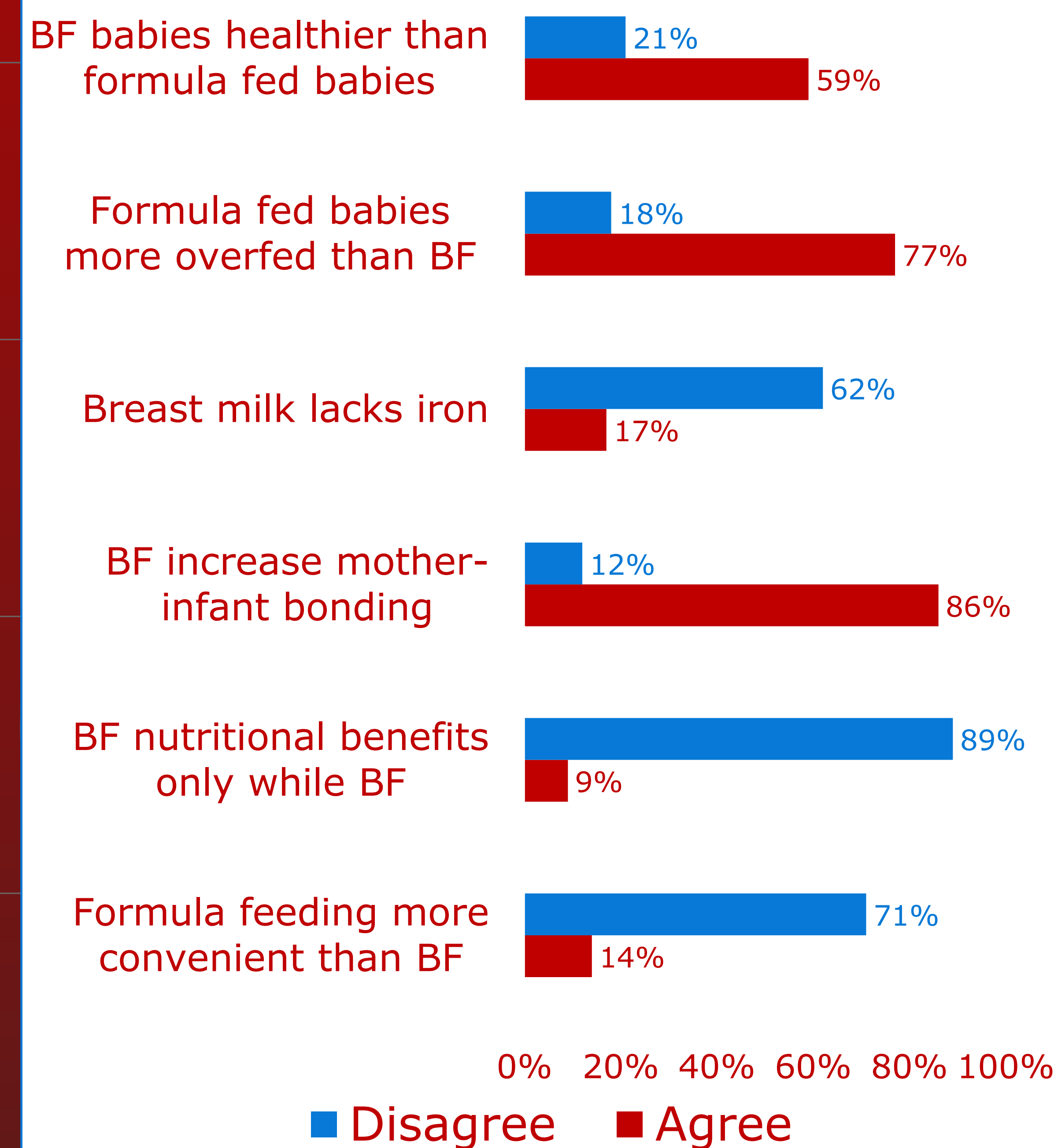
- Quality Improvement Project
- Participants RN's in maternity units (N = 168)
- Intervention:
  - Formal EMPower LER education program
  - 3 hour skills training by lactation specialists
  - 2 hour clinical experience with a lactation consultant.
- Post Intervention
- Nurses completed Iowa Infant Feeding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

## Data Analysis

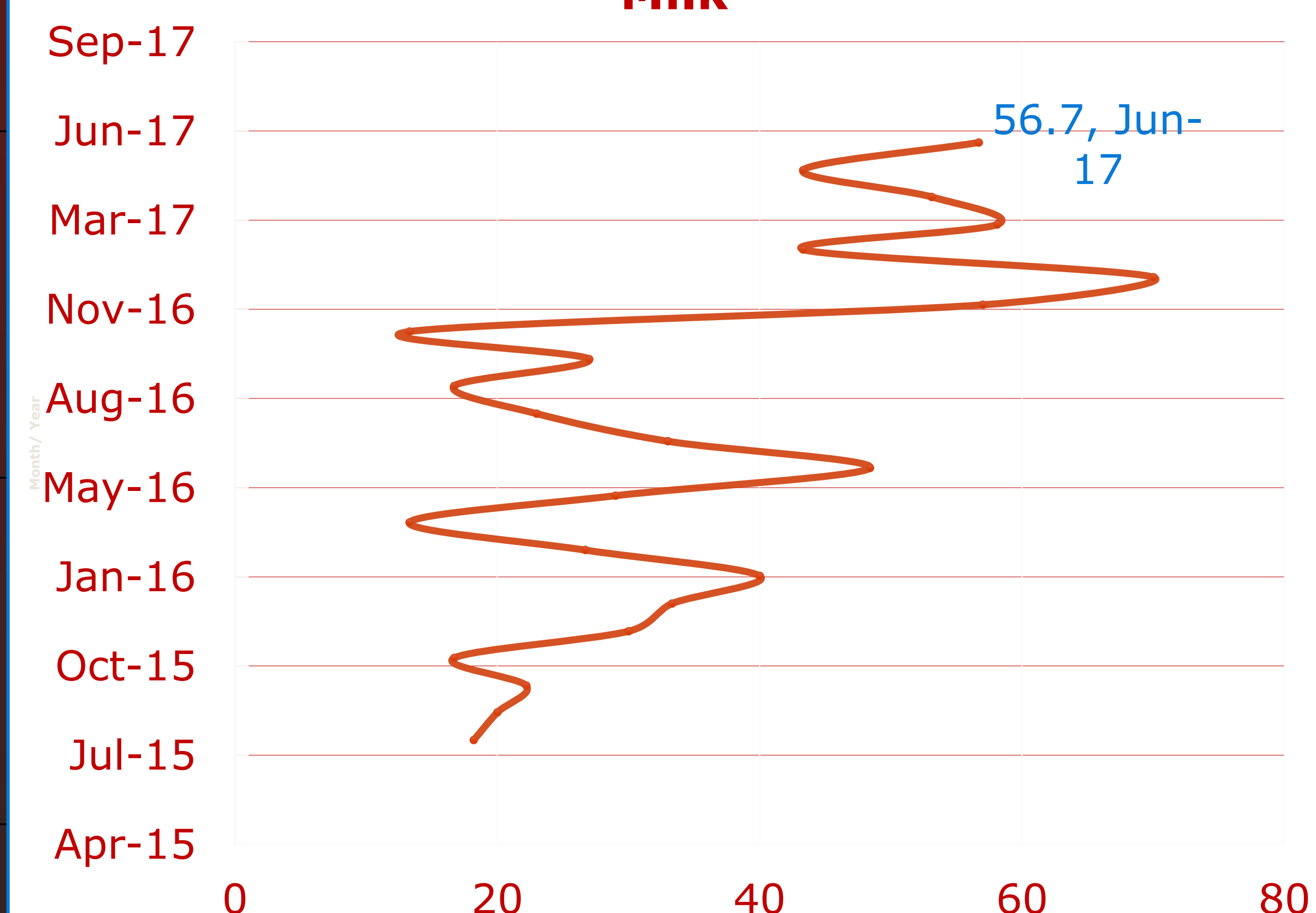
- Descriptive statistics



## Staff Nurses Perceptions of Breastfeeding versus Formula feeding



## % of Infants Exclusively Fed Breast Milk



## 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

### Inputs

- Lactation and EMPower Consultants
- OB Faculty- Dr. Munn
- Tracey Santiago – MBU Nurse Manager
- Evaluations and Staff Education

### Strategies/Activities

- 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

### Outputs

- 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.

### Short-Term Outcomes

- 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

### Long-Term Outcomes

## Interdisciplinary Team Members:

Lisa Spencer, MBA-NM, RNC-OB, L & D; High Risk OB Manager  
Tammy Cupit, PhD, RN-BC, Nursing Science & Innovation  
Tracey Santiago MSN, MBU Manager  
5 LCs  
Dr. Munn and Residents in OB unit