

IMPACT OF COMMUNITY BREASTFEEDING SUPPORT GROUP ON DURATION RATES AT 3 MONTHS

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Background

Exclusive Breastfeeding (EBF) for the first six months of an infant's life contributes to positive health benefits for both the infant and the mother. (AAP, 2012)

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

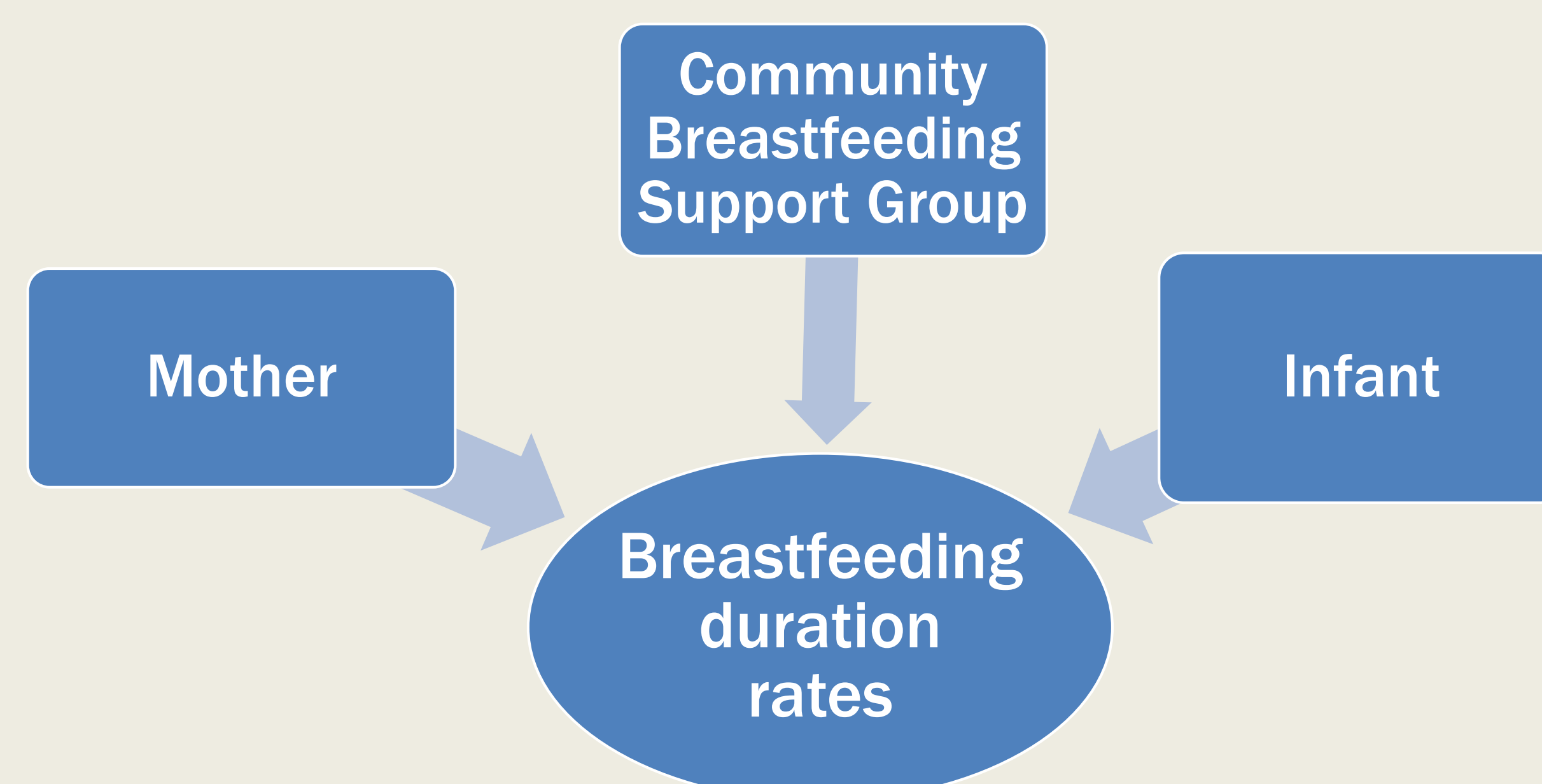
- WHO Baby Friendly Hospital Initiative- (BFHI) evidenced-based - "Ten Steps to successful breastfeeding".
- Maternal Confidence
- Self-Efficacy

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

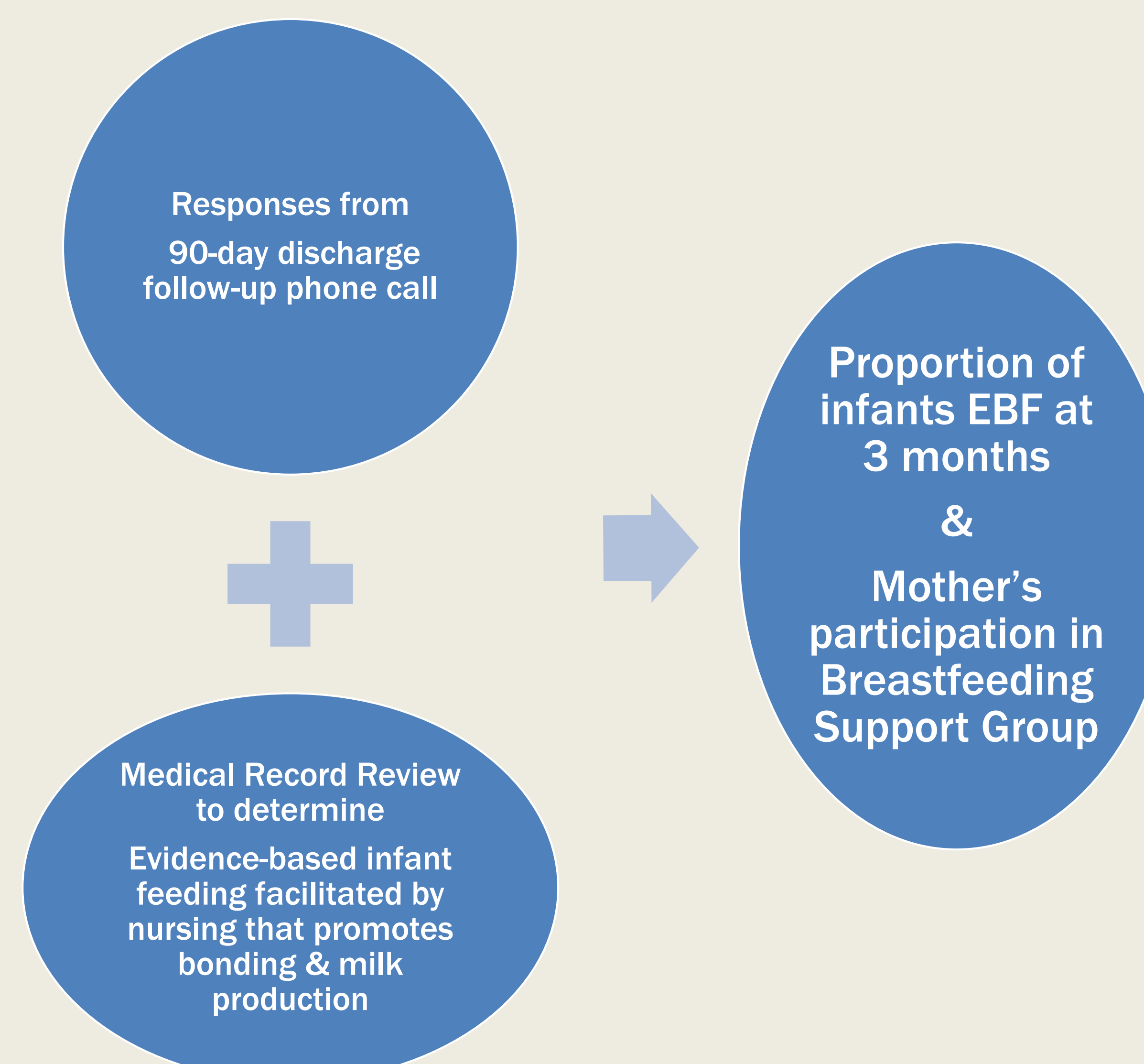
Objectives

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



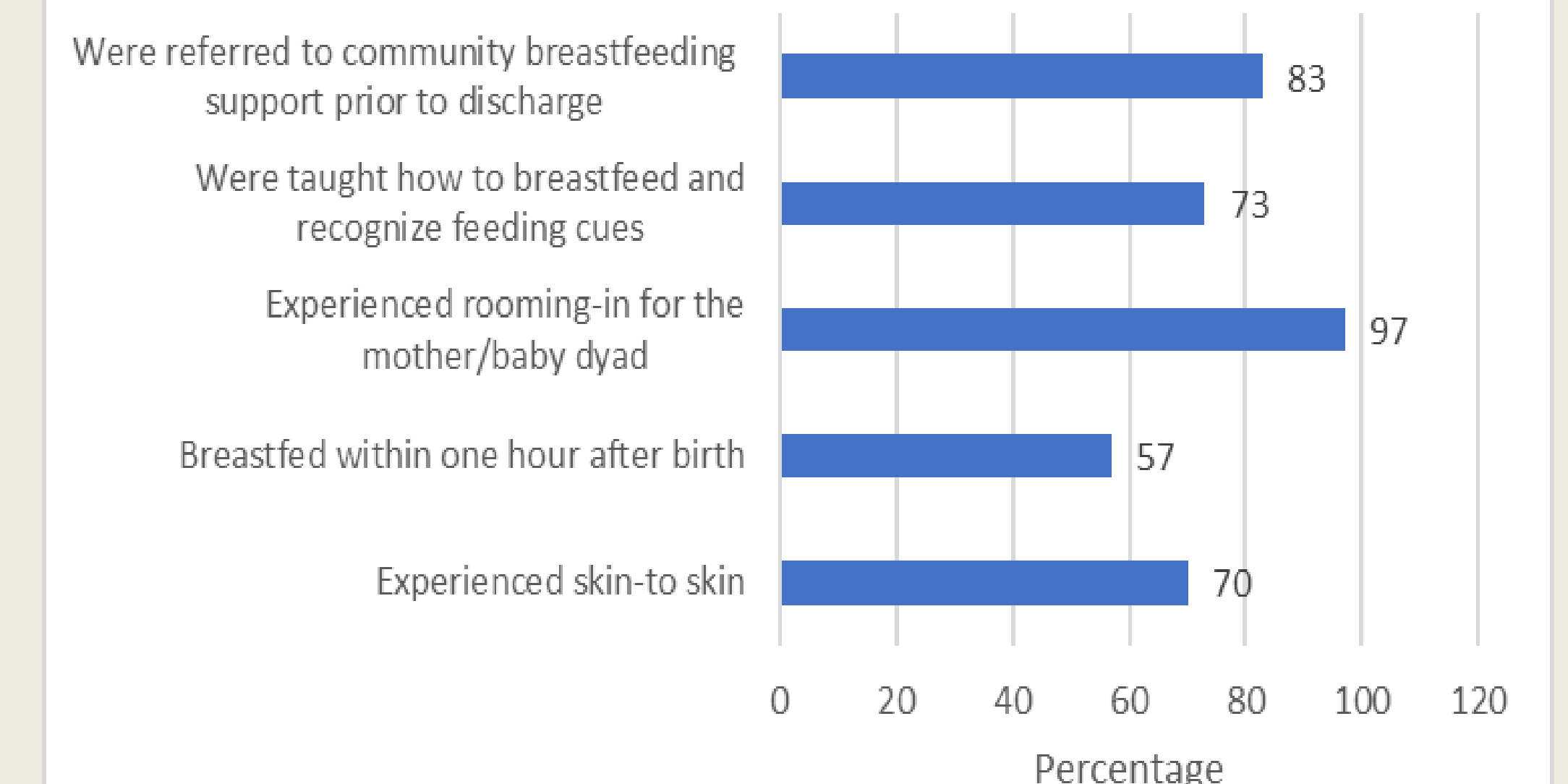
Methodology

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.

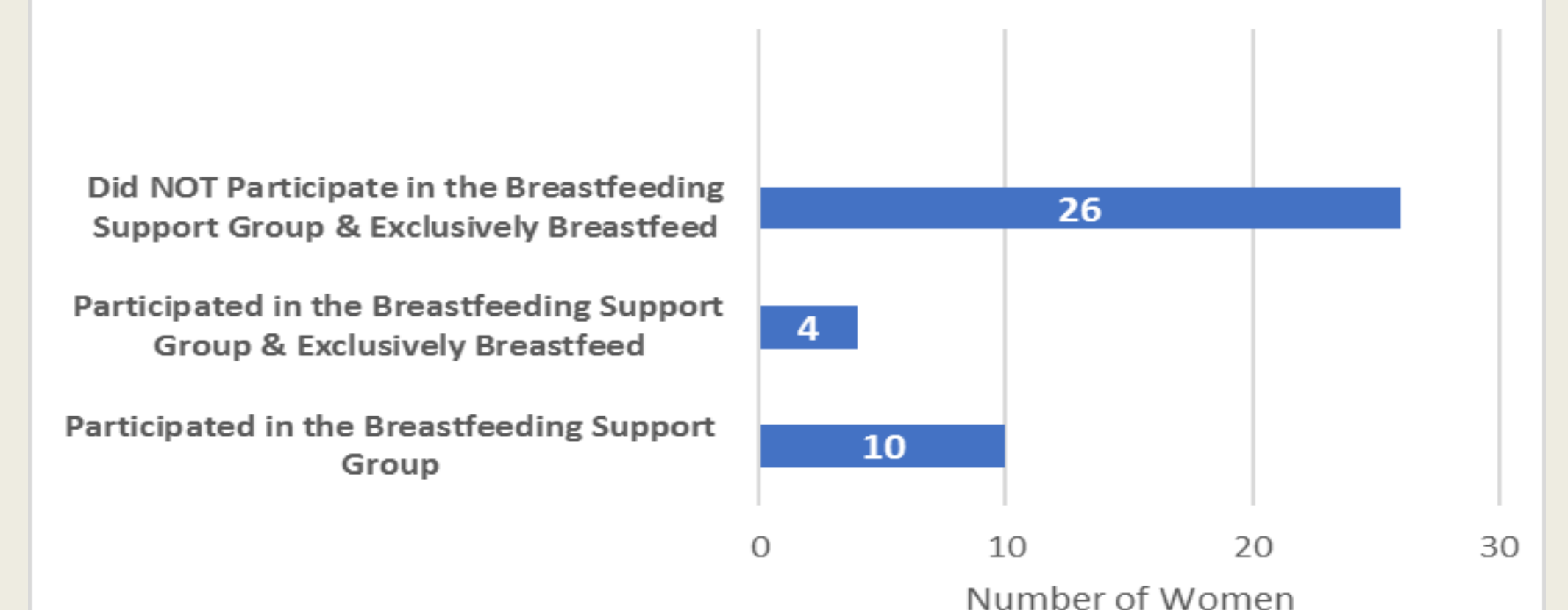


Results

Of 30 women still Breastfeeding at Three Months



Of 65 women Surveyed 90 Days Postpartum



- ❖ 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 evidenced-based infant feeding practices during hospitalization.