

INTRODUCTION

- Exclusive Breastfeeding is a global health concern and not a new paradigm, mothers have traditionally breastfed their children.
- Evidence-based practice studies revealed breast milk is a natural source of nutrition and provides all the nutrients and vitamins a child needs for the first six months of life (WHO, 2017).
- The World's Health Organization (WHO) guidelines on exclusive breastfeeding endorsed by the American Academy of Pediatrics, Baby Friendly Hospital Initiative (BFHI), Ten Steps to Successful Breastfeeding, and the Healthy People 2020 (WHO, 2017).
- Despite the organization's breastfeeding policy and efforts to achieve BFHI, This urban Medical Center is significantly below the recommended goal.
- A literature review was performed which revealed limited primary evidence related to applying a Transcultural Approach to Increase Exclusive Breastfeeding duration.
- Healthy People 2020 recommends 60.5 percent exclusive breastfeeding of all infants Nationally, for the first six months of the child's life.

PROBLEM STATEMENT

- The Center for Disease Control (CDC) reported 26.1% of exclusive breastfed infants in New York State receive formula in the first two day of life (CDC, 2016).
- This urban Academic Medical Center, analysis of data collected during the interval between January 2017 and August 2017, using the (BFHI) tools, revealed approximately 87% of the postpartum mothers terminated breastfeeding during their hospital stay.
- This 13% Exclusive Breastfeeding duration (EBF) was below the BFHI recommended goal of 80% (Department of Health Collaborative, 2017).

OBJECTIVES

- Implementation of a performance improvement project to increase exclusive breastfeeding duration by 50% at an urban Academic medical center in 8 weeks.

Conceptual Framework

- Mercer's **Becoming a Mother and Lewin's Change Theories** were used to guide this performance improvement project.

METHODS

Design: A descriptive categorical design and transcultural education approach was applied for this project.

Sample: Random sample of 14 mothers who met the recruitment criteria and agreed to

- Participants in the project.
- Postpartum women age 18 to 44 who delivered at this urban academic medical center in New York USA.
- All participants spoke fluent English.

Ethical consideration: An approval from the Institutional Review Board was not required for this performance project.

Measures: The Baby Friendly Hospital Initiative Survey Questionnaire were completed by the participants

METHODS CONT.

Intervention:

- Pre-project implementation group received standardized care.
- Post-implementation group received the same standardized care plus a telephone-based call intervention at various intervals.
- Prenatal breastfeeding education, skin-to-skin within 5 minutes and uninterrupted through the first breastfeed.
- Nurses were instructed about the project implementation.
- Nurses assisted breastfeeding mothers with positioning/latch and breastfeeding concerns.
- Participants volunteered and spoke fluent English.
- Daily mandatory discharge education classes.
- Monthly staff education session.
- Telephone-based calls intervention strategy data was collected and analyzed.
- The project manager and Lactation Consultation conducted the scripted telephone calls to mothers at seventy-hour and subsequent weekly intervals through five weeks and provide interventions and/or referrals as indicated and telephone follow-up calls.

Data Analysis:

- MEDCALC and R Software Statistical Analysis were used to analyze data
- Exclusive breastfeeding (EBF) rate before and after the performance improvement project were compared

Fig 1

Exclusive Breastfeeding Termination Chart

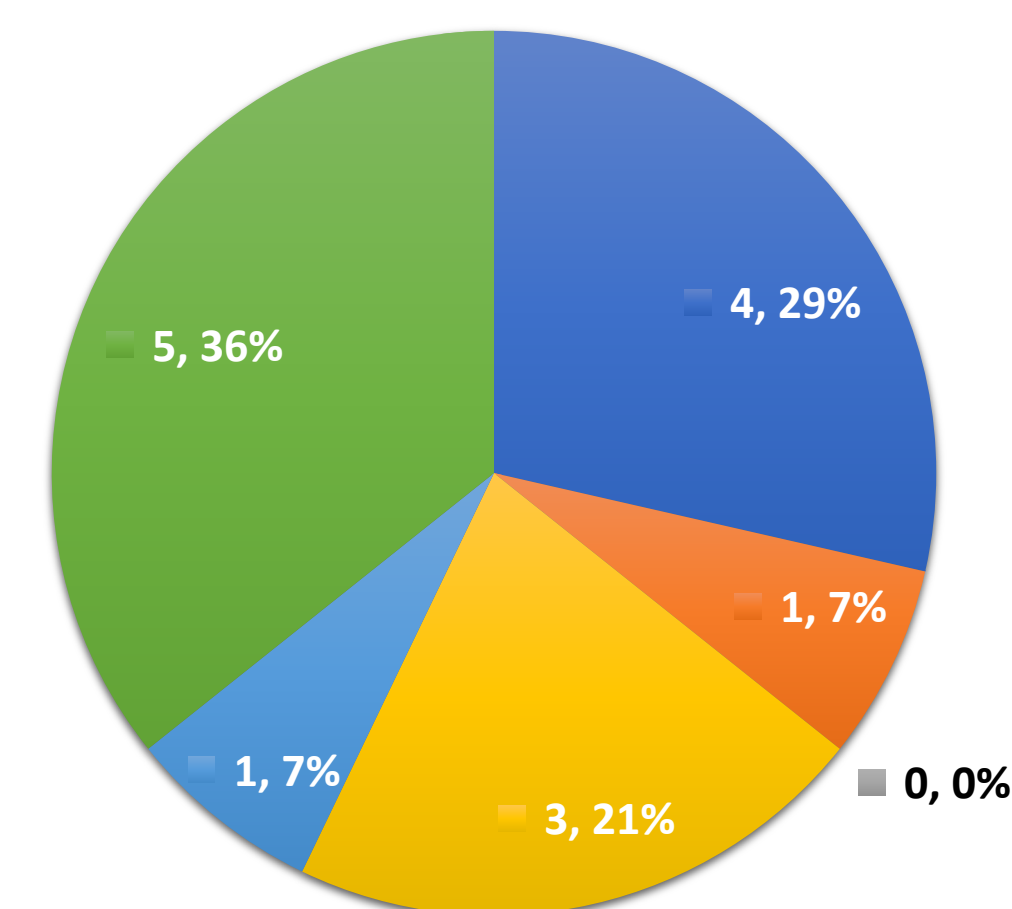
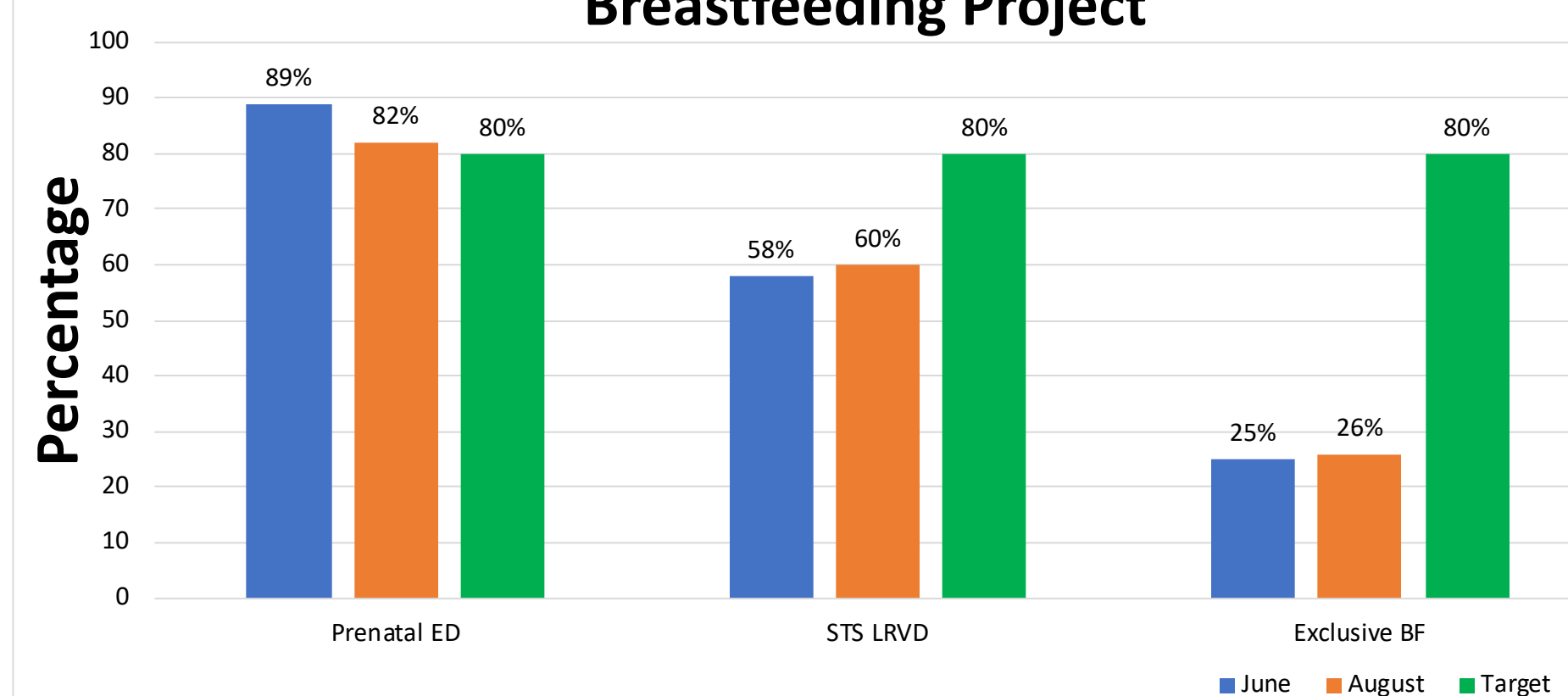


Fig 2

Pre- and Post- Transcultural Education Approach Breastfeeding Project



DATA ANALYSIS

Using MEDCALC Statistical Analysis were used to analyze the data

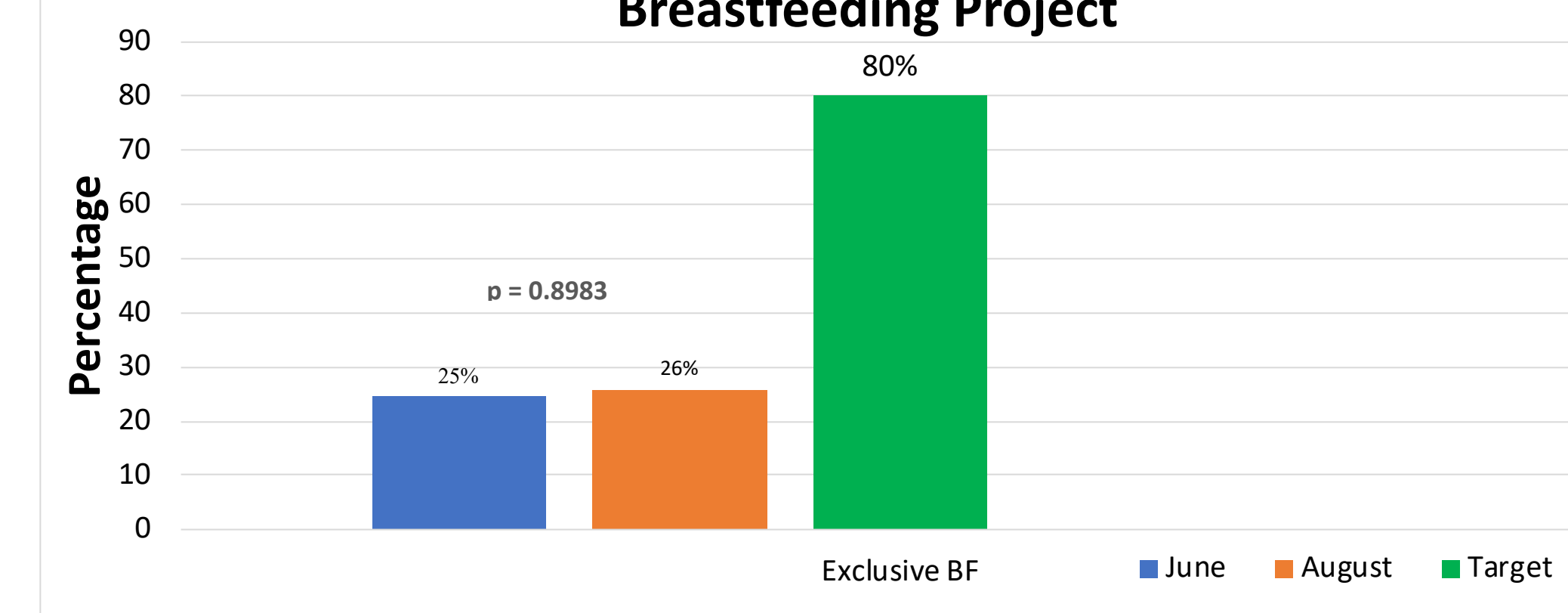
- Exclusive breastfeeding rate (EBF) before and after the performance improvement project were compared

Result/Findings:

Using MEDCALC Statistical software, the 25 pre-implementation and 26 post implementation revealed no significant statistical difference (figure 1)

Fig 3

Pre- and Post- Transcultural Education Approach Breastfeeding Project



CONCLUSION / RECOMMENDATION

- Telephone-based intervention seems to be an effective strategy to increase exclusive breastfeeding duration after hospital discharge.
- The stakeholders such as patients, nurses and physicians' practice, preconceptions barriers need further studies to explore appropriate engagement strategies and modification of the current monitoring tools.
- This project findings corresponds with prior studies (Efrat, Esparza & Lane, 2015).

REFERENCES

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