

Measuring Short-Term Impact: Well-Check Calls for Women

Presented by: **Kim Abate, M.S. Ed. & Deanna Hoey, M.S.**

Senior Public Health Educators

Cayuga County Health Department



Cayuga County Community Health Assessment

- ▶ Our 2010- 2013 assessment can be found at www.cayugacounty.us/health
- ▶ One area identified as a concern was:
 - ▶ **Breastfeeding** - The percentage of WIC mothers breastfeeding after six months is only 16.6% and continues to be far below the state rate of 40.6% and the Prevention Goal of 50%. Despite the fact the data presents this as an upstate issue, neighboring Tompkins County's rate was 41%.
- ▶ We decided to select this as priority for our Community Health Improvement Plan (CHIP) and look at more local data.

Breast-feeding high rates in hospital, drops off over 6 months, disparities persist

	Cayuga Breast-feeding Rate	NYS Breast-feeding (target)
Exclusively breast fed in hospital	60.5%	42.5% (NYS 2017 target 48.1%)
Breast-feeding Early post-partum	69.6% (Central New York: 72.7%)	HP 2020 Benchmark 81.9%
WIC mother breast feeding at 6 months	16%	38.8% (NYS 2017 target: 50%)

Community Health Improvement Plan

Goal #1 – Increase the number of babies who are breastfed by 5% by 2017.

- ▶ #1 – Increase the awareness of breastfeeding and breastfeeding resources
- ▶ #2 – Establish a **policy/process** with the hospital to **get mother's consent prior to discharge**. With consent Health Department staff will contact mother within a few days of discharge **to assess breastfeeding status**.
- ▶ #3 – **Develop a survey to assess** and obtain baseline information on **the mother's breastfeeding status**, and follow-up at 1 month, 3 months, 6 months and 12 months post-partum.

Sharing Information and Partnering with Auburn Community Hospital (ACH)

- ▶ Planning process – met regularly with Hospital staff.
- ▶ Together, we created a well-check call consent form. Staff share with the mother prior to discharge.
- ▶ Determined that Health Dept. staff would pick up consents weekly.
- ▶ Calls are made to every mom that consents, regardless of her breastfeeding status.

Well-Check Calls to Mothers

- ▶ A survey was created for the well-check calls. The survey helps assess:
 - ▶ breastfeeding initiation rates,
 - ▶ breastfeeding duration,
 - ▶ issues or problems encountered by mother
 - ▶ drop-off rates and reasons for stopping

May 2014 – May 2015

Year 1 Data – 479 births at ACH

- ▶ **We collected 287 consents (60%)**
- ▶ **109 wished to be contacted (40%)**
- ▶ **Of the 71 women (65%) we reached by initial call:**
 - ▶ **50 women were breastfeeding (70%).**
 - ▶ **These 50 would be followed up with to assess breastfeeding status at 1, 3, 6, 9, and 12 months.**
 - ▶ **32 of the 50 (64%) were lost to follow-up throughout the year.**
 - ▶ **18 of the 50 (36%) were contacted over one year.**

Responses from 18 Breastfeeding Moms

Time Interval (TI)	Total Stopped BF	Percentage Stopped BF
0-3 Month	15	13.8%
3-6 Month	1	0.9%
6-9 Month	2	1.8%
9-12 Month	0	0.0%

Moms: Reasons for stopping breastfeeding

Reason Stopped Breastfeeding	Total	Percentage
Not enough milk	5	4.6%
Went back to work	3	2.8%
Latch problems	3	2.8%
Pain/breast engorged	2	1.8%
Baby doesn't like/want the milk anymore	2	1.8%
Baby wanted more to eat	1	0.9%
On medication	1	0.9%
Stress	1	0.9%
Pump took too long	1	0.9%
Baby teething	1	0.9%
Cesarean section/problems positioning	1	0.9%

Challenges/Issues	How they are being addressed
Breast-feeding resources for mother	<ul style="list-style-type: none"> ● Guide created and distributed ● Promoted on social media, through organizations
CLC Certification for 2 Health Department staff	<ul style="list-style-type: none"> ● Grant funding for two nurses to become CLCs
Provider, especially pediatrician education	<ul style="list-style-type: none"> ● Distributed resource guide ● Identify breast-feeding champion in each provider office ● Hosting lecture series with CEU credits
Community acceptance of breastfeeding in public	<ul style="list-style-type: none"> ● Promoted breast-feeding friendly restaurants ● Hosted community breastfeeding events
Breast-friendly worksites	<ul style="list-style-type: none"> ● Try and secure funding to offer workshops for employers
Hospital formula policy	<ul style="list-style-type: none"> ● Work with hospital not to give out formula in take home bag if mom is breastfeeding
Women consistently getting well-check consent forms from hospitals	<ul style="list-style-type: none"> ● Educate hospital staff on the purpose of the well-check call
Data management	<ul style="list-style-type: none"> ● Creation of electronic data base ● Better tracking of referrals to other agencies and number of women assisted

Moving forward...

- ▶ As much as we would like to see mothers breastfeed their babies until one year of age, our data shows the greatest drop-off is 0-3 months after delivery.

Therefore:

- ▶ We want more mothers to initiate breastfeeding.
- ▶ We will continue to support the breastfeeding mothers so they are aware of the resources available to assist them with increasing their duration of breastfeeding.
- ▶ We will continue to:
 - ▶ educate the community on importance and benefits of breastfeeding
 - ▶ what resources are available to a breastfeeding mother
 - ▶ educate providers and employers
 - ▶ work with our community partners

Moving forward...

- Education
 - Building Community Support for breastfeeding
- Strengthening Collaboration
 - Hospitals on Breastfeeding Friendly Policy
 - Providers, especially pediatricians, on supporting women
 - Businesses e.g. restaurants
 - Worksites
- Data Collection
 - Hospital Staff
 - Building Database