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Project Chair: Ginette Lange, PhD, CNM, FNP

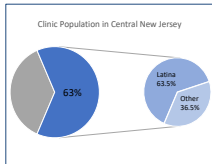
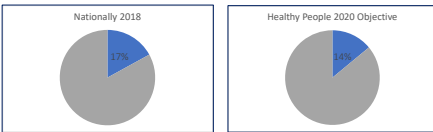
Team Members: Lisa Granderson, MD, FACOG; Melanie Miller, MS, IBCLC

Introduction

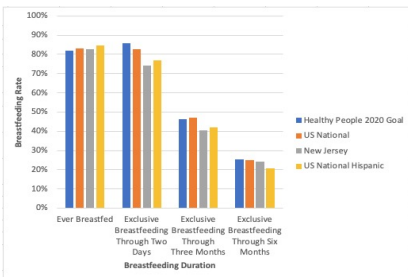
- Breastmilk confers indisputable health benefits
- Formula feeding impedes breastfeeding success and negatively impacts health
- Latina mothers supplement with formula, 'las dos cosas' in the hospital at rates greater than any other racial or ethnic group in the United States
- Baby Friendly Hospital Initiative is correlated with improvement in breastfeeding rates and requires training for non-clinical staff
- Housekeepers are non-clinical staff and often are the only staff who share the culture and language of hospitalized patients

Background & Significance

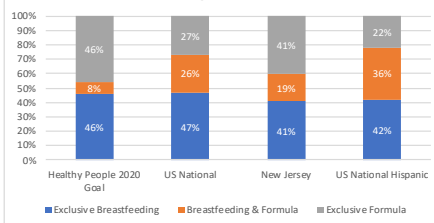
Breastfed Infants Receiving Formula in the Immediate Postpartum Period



Needs Assessment



Breastfeeding Rates at 3 Months



Problem Statement

- Breastfeeding exclusivity rates prior to hospital discharge for Latinas are lower than for other populations delivering at the same community hospital and below the Healthy People 2020 objective
- Housekeeping staff many of whom are Latina, have frequent patient contact
- Despite the hospital's designation as a Baby-Friendly® hospital, it has yet to implement hospital-wide Baby-Friendly Hospital Initiative training for housekeeping staff

Does implementing lactation education for Spanish-speaking housekeeping staff improve their ability to support the mission of the Baby-Friendly Hospital Initiative and ultimately increase exclusivity of breastfeeding at time of discharge among Latina women?

Objectives

- Explore the potential role of the housekeeper in the breastfeeding experience of Latina women in the immediate postpartum period
- Ultimately improve the exclusivity of breastfeeding at the time of hospital discharge

Aims

- Learn about Latina housekeepers' attitude regarding breastfeeding and the experience of Latina women via an infant feeding attitude scale
- Educate housekeeping staff about the Baby-Friendly Hospital Initiative and the 10 Steps to successful breastfeeding via PowerPoint presentation
- Assess any impact on exclusivity of breastfeeding among Latina mothers in the immediate postpartum period

Methodology

- Descriptive pretest-posttest
- In-person Baby-Friendly inspired lactation educational program
- Iowa Infant Feeding Attitude Scale (de la Mora et al., 1999)
- Multiple choice education assessment

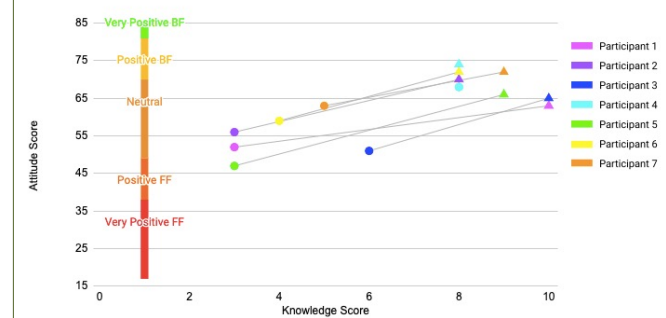


Infomaterial Flyer
Educating Housekeeping Staff
To Encourage a Culture Supportive of Breastfeeding
Share Your Thoughts and Feelings about Breastfeeding
Learn about the Baby-Friendly Hospital Initiative
Promote Awareness and Increase your Knowledge about the Ten Steps to Successful Breastfeeding

WHO: Latina housekeeping staff working on maternity units; Gilot B. Delaney, PhD, Assistant, Faculty and NCI; WHAT: This was intended to participate in a research study in an effort to improve breastfeeding among Latina mothers during the postpartum period; WHERE: Maternal Child Health Conference Room; FOR INFORMATION CONTACT: Julie Blumenfeld, Nurse-Midwife (800) 368-4213

Results

Changes in Attitude & Knowledge



Implications

- Reinforces benefits of BFHI—shown to improve breastfeeding outcomes
- Demonstrates value of lactation education for non-clinical staff that increases knowledge and changes attitudes
- Highlights gap in knowledge between knowing importance of human milk feeding and misunderstanding harms of formula for health and milk production
- Creates opportunity to clarify that all staff can support breastfeeding

Future Scope

- Implementation of lactation education for non-clinical staff to inform conversations so that hospital culture is more supportive of breastfeeding
- Commitment to public health messaging regarding negative implications of formula feeding



Blumenfeld, Julie et al. (2018). An educational program to educate housekeeping staff on breastfeeding. *Journal of Obstetric, Gynecologic & Neonatal Nursing*, 47(1), 24-30. doi:10.1016/j.jogn.2017.08.004
 de la Mora, A., Reyes, D., W., (2009). The Iowa Infant Feeding Attitude Scale: A measure of readiness to breastfeed. *Journal of Obstetric, Gynecologic & Neonatal Nursing*, 38(1), 24-30.
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