EDUCATING HOUSEKEEPING STAFF TO ENCOURAGE A CULTURE SUPPORTIVE OF BREASTFEEDING

Julie Blumenfeld, MSN, CNM, IBCLC, DNP Student
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

**Problem Statement**

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

**Results**

**Changes in Attitude & Knowledge**

- 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

**References**

Educating Housekeeping Staff to Encourage a Culture Supportive of Breastfeeding

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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?

Background & Significance

Breastfed Infants Receiving Formula in the Immediate Postpartum Period

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Results

Changes in Attitude & Knowledge

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Breastfeeding Educational Training for Housekeepers

- Describe the benefits of breastfeeding and risks of not breastfeeding
- Discuss the 10 Steps to Successful Breastfeeding and the Baby-Friendly Hospital Initiative
- Describe the Housekeepers’ role in supporting breastfeeding in their workplace

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
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