MILKED: Messaging to Increase Lactation Knowledge, Exclusivity, and Duration

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LIFE OF THE SCHOLAR (LOTS)
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THE MILKED TEAM

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Perinatal Region V WIC Coordinator

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New Hanover County
Problem Recognition

- Breastfeeding provides positive health outcomes for mothers and infants (AHRQ, 2007)
- Exclusive BF in NC 20.8% (37th in nation) (Healthy Americans, 2017)
- Any BF at 6 months (national) - 51.8%
- Any BF at 6 months (NHC WIC) - 29.97% (WIC, 2016)

Problem Statement: Low exclusive breastfeeding rates and suboptimal breastfeeding duration constitute a public health issue with negative sequelae for mothers and infants.
Literature Review
Use a text messaging intervention to provide education and support for women in the WIC peer counseling program to increase breastfeeding intent and self-efficacy and improve breastfeeding duration and exclusivity.

- **Intent to Breastfeed**
  - Correlates with postpartum breastfeeding
  - Influenced by self-efficacy & role models

- **Breastfeeding Self-efficacy**
  - Correlates with initiation & exclusivity
  - Influenced by knowledge & support

- **WIC Population**
  - Lower BF rates than other mothers
  - Influenced by education & support

- **Text Messaging Intervention**
  - Effective for health promotion
  - Most effective when targeted & tailored
Ajzen’s Theory of Planned Behavior

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Goals
- Educate
- Support
- Increase Intent
- Increase Self-efficacy
- Improve Duration
- Improve Exclusivity

Process Objectives
- Development
- Implementation
- Enrollment
- Engagement

Outcome Objectives
- Infant Feeding Intent
- Breastfeeding Self-efficacy
- Exclusivity Rates
- Duration Rates
Project Design

Recruitment/Consent

Texting Intervention

Monitoring and Revisions

PBFSES

Outcome Measure: Breastfeeding Self-efficacy

Infant Feeding Intentions Scale

Outcome Measure: Breastfeeding Intent

CROSSROADS

Outcome Measure: Exclusivity & Duration
Outcomes – Intent and Self-efficacy

- 21 responses to 1st survey
- 4 did not respond to 2nd survey
- 15 have not reached 37 weeks
- 2 responses to both surveys

<table>
<thead>
<tr>
<th>Respondent #</th>
<th>1st IFI Scale</th>
<th>2nd IFI Scale</th>
<th>1st PBFSES</th>
<th>2nd PBFSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>4311</td>
<td>16</td>
<td>16</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>2470</td>
<td>16</td>
<td>16</td>
<td>95</td>
<td>100</td>
</tr>
</tbody>
</table>
Comparison of Breastfeed Rates for Text Messaging Option vs. 6 Months Prior (BFPC)

Outcomes
Outcomes

Comparison of Breastfeeding Rates for Text Message & BFPC vs. BFPC only

<table>
<thead>
<tr>
<th>Duration</th>
<th>Exclusive 2 wk</th>
<th>Exclusive 6 wk</th>
<th>Duration 2 wk</th>
<th>Duration 6 wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>BFPC Only</td>
<td>30.00%</td>
<td>10.00%</td>
<td>40.00%</td>
<td>50.00%</td>
</tr>
<tr>
<td>Text Message &amp; BFPC</td>
<td>40.00%</td>
<td>20.00%</td>
<td>70.00%</td>
<td>60.00%</td>
</tr>
</tbody>
</table>
## Qualitative Data

<table>
<thead>
<tr>
<th>Text Messages from WIC BFPC Participants in TM Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>◆ Thanks, the information is very helpful.</td>
</tr>
<tr>
<td>◆ Text does work better for me.</td>
</tr>
<tr>
<td>◆ I appreciate all your help. Breastfeeding is going so well now.</td>
</tr>
<tr>
<td>◆ Thank you so much for all you’ve helped me with.</td>
</tr>
<tr>
<td>◆ You’re an awesome contact to have.</td>
</tr>
<tr>
<td>◆ Text is probably the best way to contact [me].</td>
</tr>
<tr>
<td>◆ Thank you for checking in on me.</td>
</tr>
<tr>
<td>◆ Thanks for all your help and support.</td>
</tr>
<tr>
<td>◆ Your texts are very helpful.</td>
</tr>
</tbody>
</table>
Sustainability
Limitations

Five Month Duration

Low Survey Response

Disruption in BFPC Services
Conclusion

Transforming Clinics for Better Breastfeeding Outcomes

Collaboration

Breastfeeding and Pumping During and After Your Baby’s NICU Stay

Message Track for NICU mothers

https://pdfs.semanticscholar.org/6256/ca4853f44ab9acb98f91f0d7848c54185ca7.pdf

Healthy Americans (2017). Key health data about North Carolina. Retrieved from:
www.healthyamericans.org/states/?stateid=NC