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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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.
Early Breastfeeding Cessation

Maternal Factors
- Cultural
- Psychological
- Lack of Self-Efficacy
- Intent
- Physical
- Perceptual
- Interpretation of infant behaviors
- Unrealistic expectations
- Perceived low milk supply
- Prematures
- Low milk supply
- C-section
- Separation of mothers & infants
- Pacifier use
- Supplementation
- Provider factors
- Care not individualized
- Insufficient or no education offered
- Conflicting advice

Infant Factors
- Infant behaviors
- Orofacial anomalies
- Medical conditions
- NICU
- Socioeconomic status (low)
- Drug abuse
- Education level
- Tobacco use
- Practitioner
- Support
- Partner
- Peer
- Support groups
- Maternal grandmother
- Return to school/work

Social Factors
- Father
- Mother

Medical Conditions
- Prematurity
- Very low birthweight
- Necrotizing enterocolitis
- Tongue tie
- Sleep patterns

Infant Behaviors
- Crying or unsatisfied

Provider Factors
- Care not individualized
- Insufficient or no education offered
- Conflicting advice

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.

Research of Best Practices

- **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
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

Outcome Measure:
Breastfeeding Self-efficacy

Infant Feeding Intentions Scale

Outcome Measure:
Breastfeeding Intent

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

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Outcomes

Comparison of Breastfeed Rates for Text Messaging Option vs. 6 Months Prior (BFPC)

- Exclusive 2 wk
- Exclusive 6 wk
- Duration 2 wk
- Duration 6 wk

Text Messaging Option vs. 6 Months Prior (BFPC Only)
Comparison of Breastfeeding Rates for Text Message & BFPC vs. BFPC only

<table>
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<tr>
<th>Duration</th>
<th>Exclusive 2 wk</th>
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### Qualitative Data

#### Text Messages from WIC BFPC Participants in TM Program

- Thanks, the information is very helpful.
- Text does work better for me.
- I appreciate all your help. Breastfeeding is going so well now.
- Thank you so much for all you’ve helped me with.
- You’re an awesome contact to have.
- Text is probably the best way to contact [me].
- Thank you for checking in on me.
- Thanks for all your help and support.
- Your texts are very helpful.
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
References


