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

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LIFE OF THE SCHOLAR (LOTS)
MARCH 30, 2019
The Milked Team

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  New Hanover County
  Perinatal Region V WIC Coordinator

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  WIC Breastfeeding Peer Counselor
  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.

**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

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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 1\textsuperscript{st} survey

4 did not respond to 2\textsuperscript{nd} survey

15 have not reached 37 weeks

2 responses to both surveys

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

<table>
<thead>
<tr>
<th>Duration</th>
<th>2 wk</th>
<th>6 wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive</td>
<td>40.00%</td>
<td>30.00%</td>
</tr>
<tr>
<td>Duration</td>
<td>70.00%</td>
<td>50.00%</td>
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</table>

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

- **Exclusive 2 wk**
  - Text Message & BFPC: 40.00%
  - BFPC Only: 30.00%

- **Exclusive 6 wk**
  - Text Message & BFPC: 20.00%
  - BFPC Only: 10.00%

- **Duration 2 wk**
  - Text Message & BFPC: 70.00%
  - BFPC Only: 50.00%

- **Duration 6 wk**
  - Text Message & BFPC: 60.00%
  - BFPC Only: 40.00%
<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

Continuous Improvement

- Performance measures
- Management purposes

Commitment

- Compelling awareness
- Shared goals

Quality

- Vision & Mission
- Deliverables

Process

- Process Mapping
- Process Analysis

Strategy

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Limitations

Five Month Duration

Low Survey Response

Disruption in BFPC Services
Conclusion

Transforming Clinics for Better Breastfeeding Outcomes

Collaboration

Message Track for NICU mothers
References


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

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www.healthyamericans.org/states/?stateid=NC