

Breastfeeding and Baby Friendly

Emma Qureshy MS1

USF MCOM-LVHN Campus, Emma.Qureshey@lvhn.org

Follow this and additional works at: <http://scholarlyworks.lvhn.org/select-program>



Part of the [Medical Education Commons](#)

Published In/Presented At

Qureshy, E. (2015, March). *Breastfeeding and Baby Friendly*. Poster presented at: The SELECT Capstone Project in the Kasych Conference Room, Lehigh Valley Health Network, Allentown, PA.

This Poster is brought to you for free and open access by LVHN Scholarly Works. It has been accepted for inclusion in LVHN Scholarly Works by an authorized administrator. For more information, please contact LibraryServices@lvhn.org.

Becoming Baby Friendly: Creating a Breastfeeding Curriculum for USF SELECT Medical Students

Emma Qureshey

Project Mentor: Amanda Flicker, MD

Capstone Project, March 2015

Lehigh Valley Health Network, Allentown, PA

Background

- Breastfeeding provides the perfect nutrition for infants. Exclusive breast milk reduces the risk of a multitude of health conditions and will ultimately improve the health of our population and lessen the financial burden on our system.^{3,4}
- Having 81.9% of infants breastfed initially, 60.6% at six months of age are goals established by the US Department of Health and Human Services' "Healthy People 2020".¹
- LVHN is working towards obtaining the Baby Friendly designation by UNICEF and the WHO. This initiative is meant to enable hospitals to improve the care of pregnant women, mothers and newborns in order to promote and support breastfeeding.
- Recent studies have shown that only 25% of women felt their concern(s) about breastfeeding were addressed during the prenatal period.⁷ Having a formal breastfeeding curriculum for providers can improve knowledge and subsequently rates of exclusive breastfeeding.⁶
- In the past, there has been no formal education about breastfeeding for medical students at the University of South Florida, making it difficult for students to appropriately counsel and support their patients.

Methods

- This Capstone project was a needs assessment designed to identify whether there is a gap in education surrounding breastfeeding among the USF SELECT medical student population
- A needs assessment survey was administered to first through fourth year USF SELECT medical students
- Responses were analyzed for trends and educational materials were generated based upon the results
- A brief educational presentation was created that covers key points and common questions that a medical student may encounter in various clinical settings. This information will be available electronically,
- In addition, a pocket-guide was generated that covers the basics of breastfeeding and will be included within the "Survival Guide" that is distributed at the beginning of the Women's Health and Pediatrics Clerkship.
- This project is taking place in conjunction with LVHN's initiative to become a Baby Friendly hospital and as such, all educational materials were generated based upon approved resources.

Results

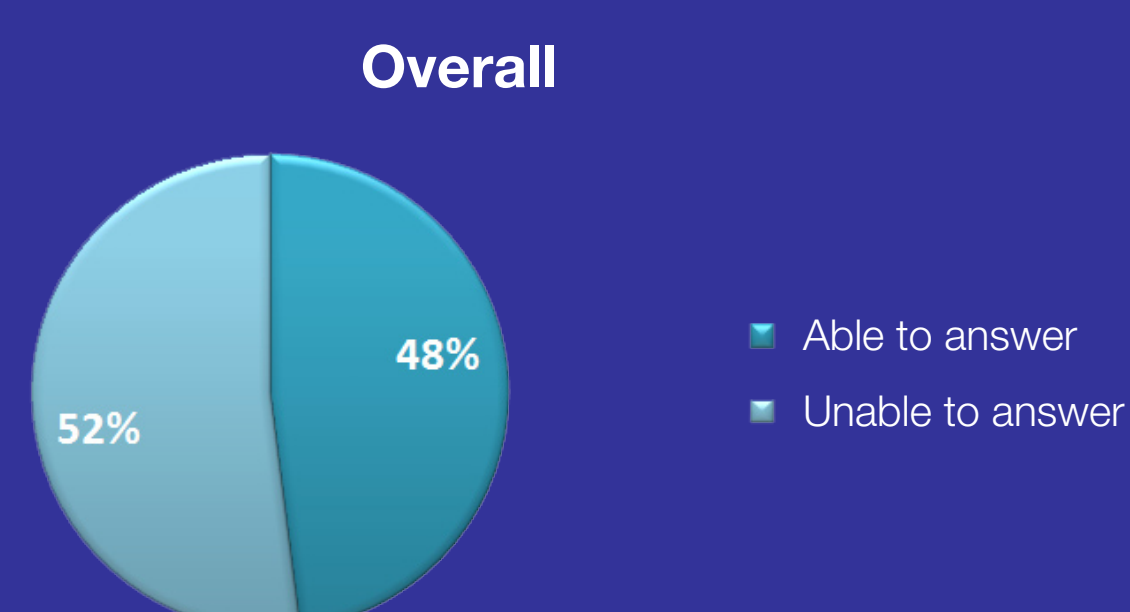


Figure 1. Overall interpretation of Needs-Assessment showed that of the questions asked, students felt comfortable answering about 52% of the time.

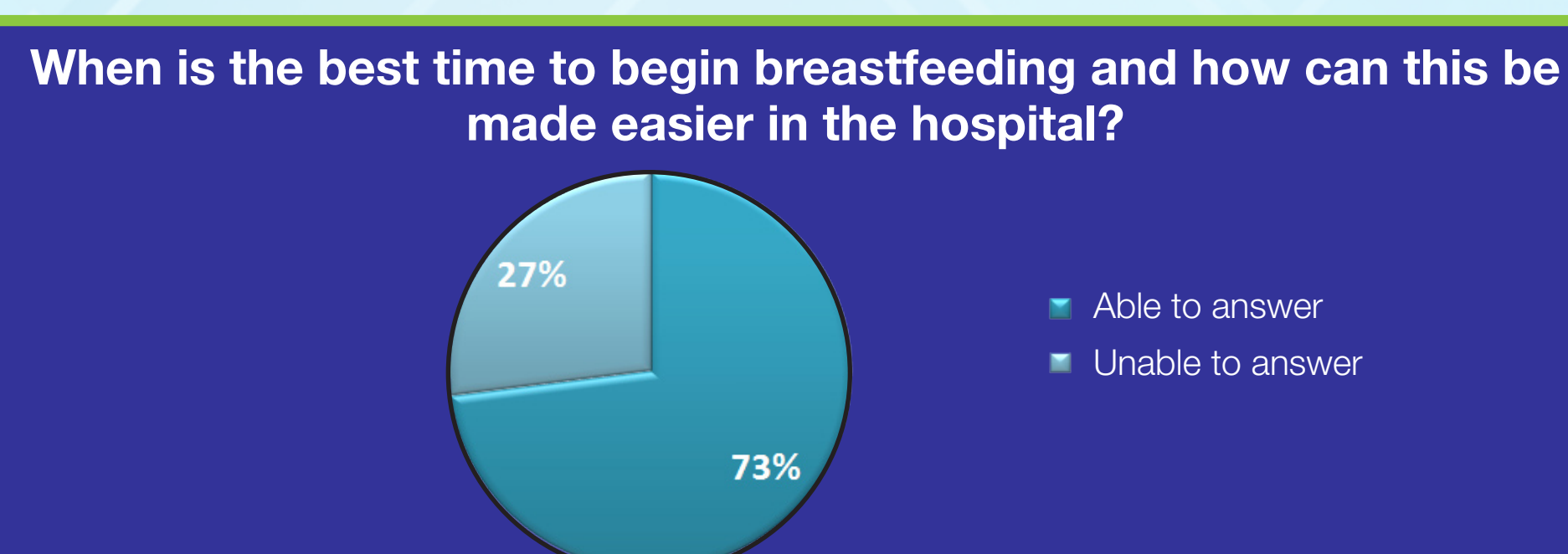


Figure 2. Question #1 of Needs-Assessment showing that 73% of students were able to provide some form of correct answer when asked when the best time to begin breastfeeding and what could be done in the hospital to make this process easier.

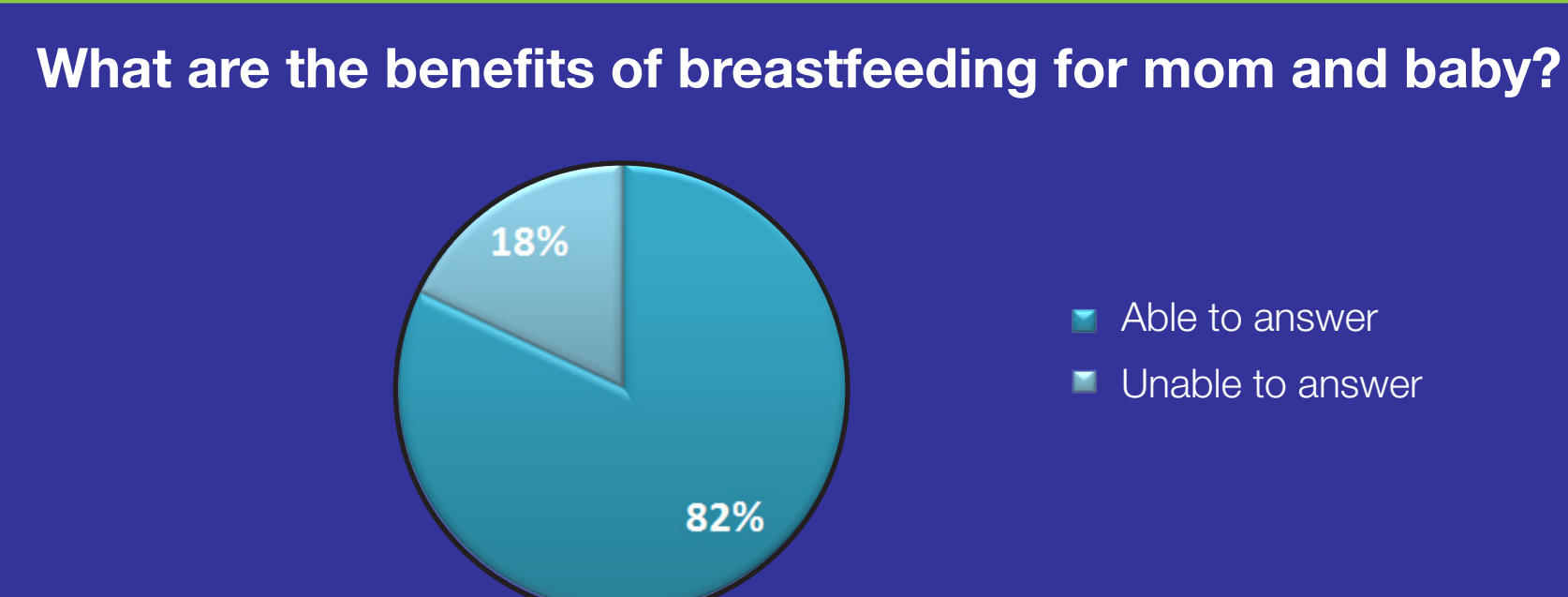


Figure 3. Question #2 from Needs-Assessment showing that 18% of students were unable to give any type of answer when asked "What are the benefits of breastfeeding for mom and baby?"

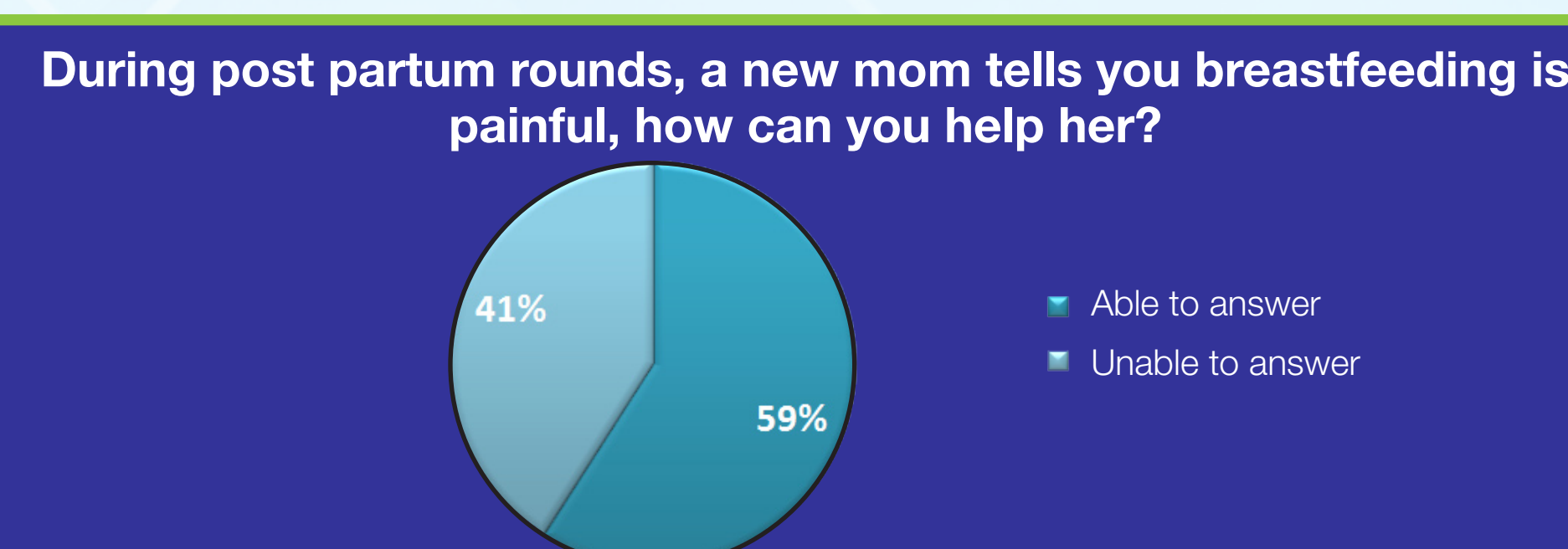


Figure 4. Question #3 of Needs-Assessment showing that 59% of students were able to provide some form of a correct answer when asked how to respond to a new mom who reports that breastfeeding is painful.

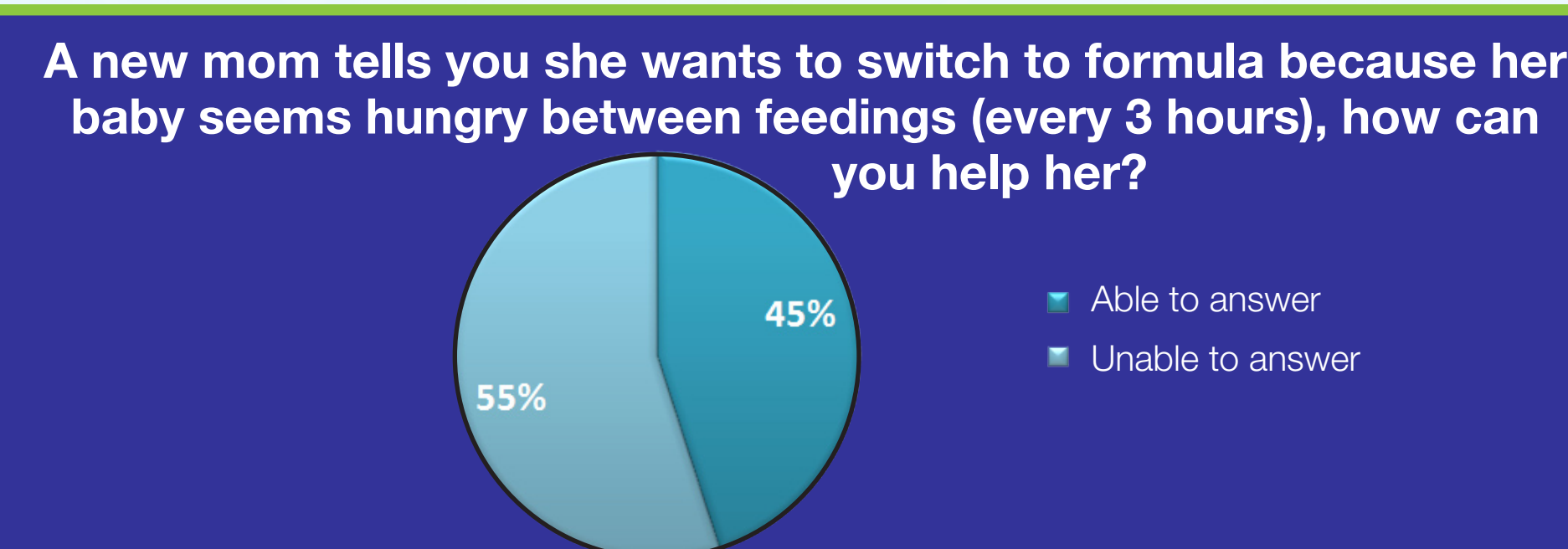


Figure 5. Question #4 of Needs-Assessment showing that less than half of students (45%) were able to correctly advise a new mom about how to increase supply and/or feed her newborn child.

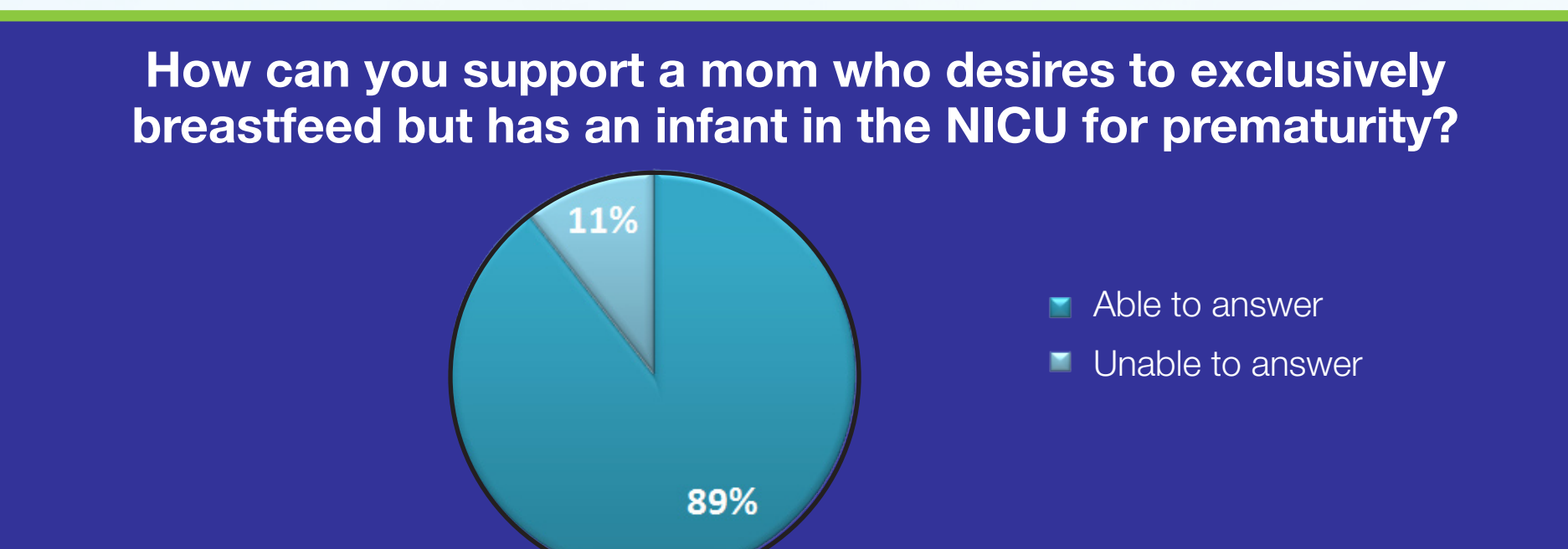


Figure 6. Question #5 of Needs-Assessment that shows 73% of students did not know how to support a mother who wishes to exclusively breastfeed her infant who is in the NICU.

Discussion

- In general, students are only confident answering questions about breastfeeding slightly more than half of the time.
- Most (at least 50%) medical students were able to correctly answer questions regarding proper time frame for breastfeeding initiation, naming benefits of exclusive breastfeeding for mom and baby and assisting a new mom with painful breastfeeding.
- Alternatively, less than half of students were able to advise new mothers on one of the most common feeding issues in the postpartum period, supply. Many of the 55% of incorrect responses included supplementing with formula.
- The most alarming gap identified through this needs assessment was the lack of knowledge surrounding feeding an infant in the NICU. This is a common issue that USF SELECT students will encounter as LVHN has a high acuity and many infants in the NICU. The majority of responses were "I do not know".
- The answers reviewed had a consistent theme of patient centered responses, whether correct or incorrect. Themes included shared decision making, supporting patient autonomy, motivational interviewing and unbiased support.

Conclusions

- This capstone project identified and lessened a gap in our current medical education surrounding breastfeeding, a topic that has a public health basis and is interdisciplinary with impacts on mothers in obstetrics and newborns/children in pediatrics.
- The educational materials generated will provide future medical students with a more meaningful experience when dealing with breastfeeding patients and allow them to better serve our patient population.
- This information contributes to healthcare as a whole because we are producing well-rounded physicians that will be able to answer basic questions about breastfeeding, in personal and professional settings.
- It would be beneficial to survey medical students upon the completion of their core clinical clerkships in order to identify additional gaps in our pre-clinical education.

REFERENCES

- Healthy People 2020, Office of Disease Prevention and Health Promotion; Maternal, Infant, and Child Health, <https://www.healthypeople.gov/2020/topics-objectives/topic/maternal-infant-and-child-health/objectives>, Revised August 25th, 2014.
- Overview of the UNICEF UK Baby Friendly Initiative Standards, <http://www.unicef.org/uk/BabyFriendly/Health-Professionals/going-baby-friendly/>.
- Ten steps to successful breastfeeding for Hospitals and birthing center BFHI documents NZ - Part 2 Review Date: January 2011 Page 23 of 25 Baby friendly US.
- McNeil M, Labbok M, Abrahams S. What are the risks Associated with Formula Feeding? A Re-Analysis and Review. Birth 2010; 37(1): 50-58.
- Bartick M., Reinhold A. The burden of Suboptimal Breastfeeding in the United States: A Pediatric Cost Analysis. Pediatrics 2010; 125(5); e1048-e1056. Accessed April 5, 2010.
- Feldman-winter L, Barone L, Milcarek B, Hunter K, Meek J, Morton J, Williams T, Naylor A, Lawrence R. Residency Curriculum Improves Breastfeeding Care. Pediatrics 2010; 126(2): 289-297.
- Archabald K, Lundsberg L, Triche E, Norwitz E, Illuzi J. Women's prenatal concerns regarding breastfeeding: are they being addressed? J Midwifery Womens Health. 2011; 56(1): 2-7.

© 2015 Lehigh Valley Health Network