Executive Summary

July - September 2019

Tennessee Breastfeeding Hotline

The Tennessee Breastfeeding Hotline (TBH) is a 24/7 breastfeeding support program that is free to nursing mothers, their families and partners, expectant parents, and to health care providers. International Board Certified Lactation Consultants (IBCLC) are available via telephone for individual consultations on breastfeeding and/or infant nutrition questions. In the event that a consulting IBCLC believes in-person follow up is required – or if there are questions outside the scope of practice of an IBCLC – callers can be referred to their health care provider or an outside agency better able to offer the necessary support.

The measurement period for this report is July through September 2019, but the report does make comparisons to previous quarters. Both qualitative and quantitative data are gathered immediately after each call and in a follow-up survey 4 weeks later. Data gathered from the intake survey give the TBH insight into caller characteristics such as breastfeeding status, age, race, ethnicity, gestational age at birth, etc. Post-call follow-up surveys assess self-reported outcomes and client satisfaction with services. Over the course of the measurement period, these data are collected to aid in the construction of a continuous quality improvement plan, vital in ensuring the sustainability and productivity of the TBH.

Purpose of the TBH

Breastfeeding is widely accepted as an effective strategy to promote positive health outcomes for both mothers and their babies. According to the Centers for Disease Control and Prevention’s most recent National Immunization Survey (NIS)\(^1\), 82.2\% of Tennessee babies born in 2016 were ever breastfed.

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By the time their baby reached 6 months of age, the proportion of Tennessee mothers breastfeeding decreased from 82.2% to 53.4%. Tennessee’s breastfeeding initiation estimates are higher than Healthy People 2020’s goal of 81.9%. However, 6 months duration remains lower than the goal of 60.6%.

This report was created to examine how the TBH is currently fostering the healthy development of children by promoting and supporting the practice of breastfeeding in Tennessee. By addressing common barriers to breastfeeding in the state, the hotline reinforces the national goal of higher breastfeeding rates, over longer periods of time.

**Data Limitations**

Calls canceled by the caller in fewer than 10 seconds after being placed were treated as errors and not counted in the total call volume.

In the demographic survey, callers were asked to input their zipcode to track call distribution by county. Answers that did not pertain to real U.S. counties were treated as errors and not counted in total call distribution by county (Page 8).

In the quality improvement survey, callers that selected a response outside of the possible choices were considered as entry errors (Page 9).
Cumulative Call Data: July - September 2019

1,357 Total Calls

1,245 Direct Answers (91.7%)

47 Abandoned Calls (3.5%)

65 Voicemails/Call Backs (4.8%)

12.1 minutes Average call back time
96.9% Calls returned in <60 min (63 out of 65)

34 seconds Average direct answer time

8.2 min Average nighttime call duration
8.9 min Average daytime call duration

The four most common topics of calls were: Milk Supply, Medication, Pumping, Latch/Position
Call Volume Trend, Previous Quarter Compared to Current Quarter

![Call Volume Bar Chart]

Total Quarterly Volume 1,291
Total Quarterly Volume 1,357

Call Volume, by Day of Week (N=1,357)

![Call Volume by Day Bar Chart]

Call volume was highest on **Mondays (16.4%)** and lowest on **Sundays (9.3%)**

**794 (58.5%)** of calls were made outside of normal business hours

- 313 (39.4%) Weekend calls
- 481 (60.6%) After hours calls (before 8am & after 5pm)
Demographics

Out of 1,357 calls, the Tennessee Breastfeeding Hotline received 452 questionnaire responses, the data from which are reflected below.

Referral Source (N=443)

- Hospital 294 (66.4%)
- Internet 57 (12.9%)
- Doctor 49 (11.1%)
- Friend 28 (6.3%)
- WIC 15 (3.4%)

Note: Total may not equal 100% due to rounding

*Other Referral Source or Declined to Answer (n=9)

Call Frequency (N=452)

- New Callers 258 (57.1%)
- Repeat Callers 194 (42.9%)
- *Declined to Answer (n=0)

WIC Participation (N=438)

1.4 of 10 callers Participated in WIC (14.4%)

*Declined to Answer (n=14)

Breastfeeding Status (N=440)

- Exclusively Breastfeeding 269 (61.1%)
- Pumping and Breastfeeding 82 (18.7%)
- Partially Breastfeeding 67 (15.2%)
- Pumping Exclusively 22 (5.0%)

*Declined to Answer (n=12)

Caller’s Relationship (N=366)

- Mothers 344 (94.0%)
- Partner 0 (0.0%)
- Provider 7 (1.9%)
- Household member 15 (4.1%)

*Other Relationship or Declined to Answer (n=86)
Demographics

**Caller’s Race and Ethnicity (N=376)**

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caucasian</td>
<td>295</td>
<td>78.5%</td>
</tr>
<tr>
<td>African American</td>
<td>59</td>
<td>15.7%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>12</td>
<td>3.2%</td>
</tr>
<tr>
<td>Asian</td>
<td>8</td>
<td>2.1%</td>
</tr>
<tr>
<td>Native American</td>
<td>2</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

*Other Race/Ethnicity or Declined to Answer (n=76)

**Age Distributions**

- Average age of caller: 30.2 years
- Average age of baby: 13.8 weeks
- Average gestational age of baby at birth: 38.7 weeks

*Unknown or Declined to Answer (n=49)

**Call Distribution by County (N=371)**

Of the 452 questionnaire responses, the Tennessee Breastfeeding Hotline received 371 responses to this question. Of the 371 responses, 339 (91.4%) were from Tennessee residents while 32 (8.6%) were from out-of-state. County distribution of Tennessee calls is depicted below. The highest call volumes were from Shelby and Davidson Counties.

**Number of Calls**

- <10
- 10-24
- 25-49
- ≥ 50

*Unknown or Declined to Answer (n=45)

*Error Entry (n=4)
Quality Improvement Survey Results

The follow-up survey calls were conducted by phone with up to three attempts to reach each caller. Of 1,165 survey calls placed, the TBH received 148 (12.7%) survey responses.

Issue Resolution (N=148)

- Issues Resolved (78.4%)
- Issues Partially Resolved (12.8%)
- Issues Not Resolved (8.8%)

*Entry Error (n=0)

Planned (N=147) and Actual (N=145) Breastfeeding Status

Hotline Experience Rating (N=141)

Callers were asked to rate their experience on the Tennessee Breastfeeding Hotline on a scale from 1 (Poor) to 5 (Outstanding). Out of 141 responses, the average star rating was 4.5 out of 5 stars, with 103 (73.1%) rating their experience as outstanding.

- 6 (4.3%) 1 Star Rating
- 3 (2.1%) 2 Star Rating
- 4 (2.8%) 3 Star Rating
- 25 (17.7%) 4 Star Rating
- 103 (73.1%) 5 Star Rating

*Entry Error (n=7)