

TENNESSEE
Breastfeeding Hotline

855-423-6667
855-4BF-MOMS
24 hours a day / 7 days a week



Tennessee Breastfeeding Hotline

April - June 2020 Quarterly Report



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April - June 2020

Submitted to:

State of Tennessee, Department of Health

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Executive Summary

April - June 2020

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 April through June 2020, but the report does make comparisons the previous quarter. 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.

1 Center for Disease Control, National Immunization Survey State Estimates. https://www.cdc.gov/breastfeeding/data/nis_data/rates-any-exclusive-bf-state-2016.htm

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.

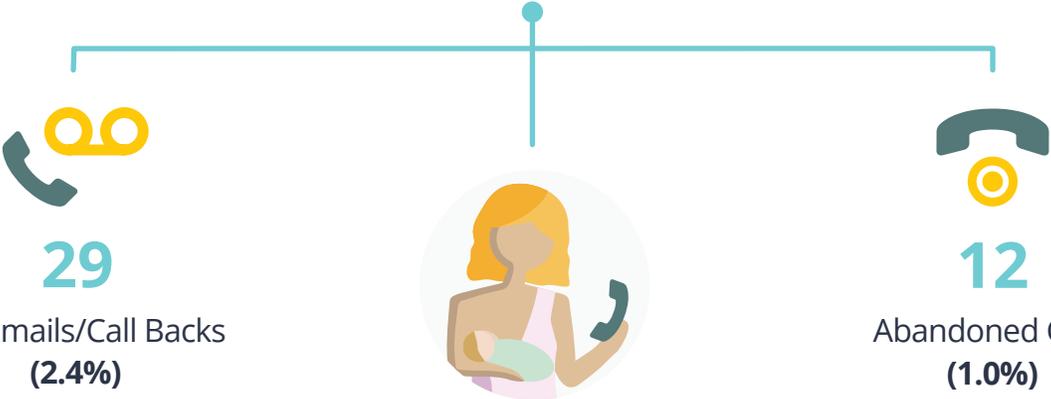
In the demographic survey, callers were asked to input their zip code to track call distribution by county. Answers that did not pertain to real U.S. counties were treated as errors and not counted in total call distribution by county (Page 8).

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: April - June 2020



1,212
Total Calls



29
Voicemails/Call Backs
(2.4%)

12
Abandoned Calls
(1.0%)

1,171
Direct Answers
(96.6%)

41.9 minutes
Average call back time
96.6% Calls returned in
<60 min (**28 out of 29**)

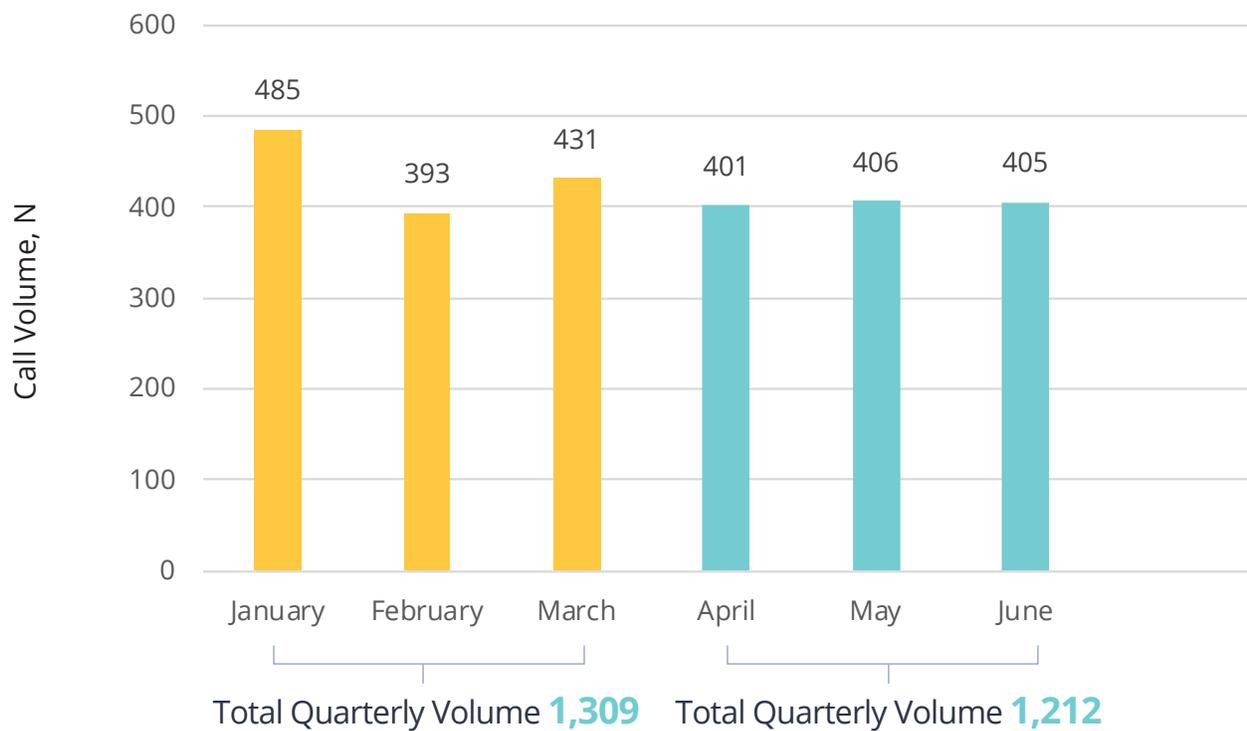
22.5 seconds
Average direct
answer time

9.8 min
Average daytime
call duration

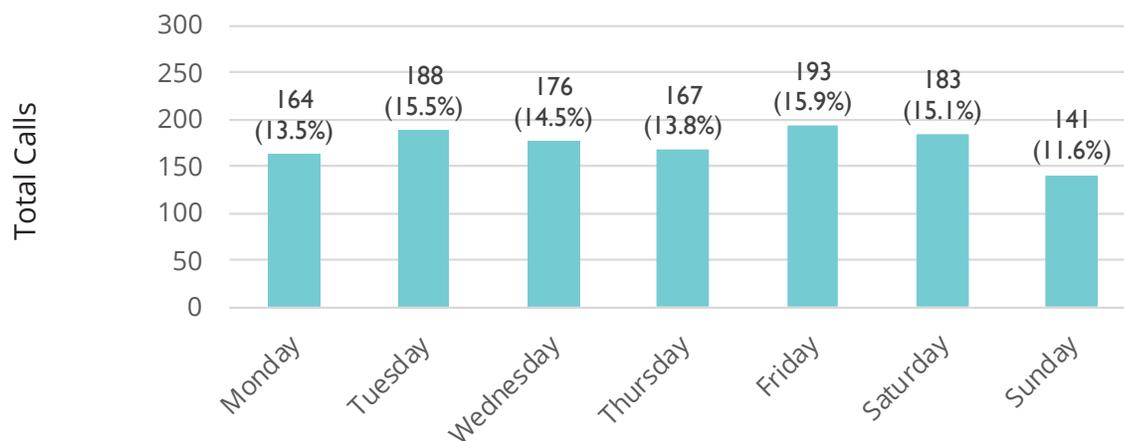
10.4 min
Average nighttime
call duration

The four most common
topics of calls were:
**Pumping, Latch,
Cracked/Painful Nipples,
Diaper Output**

Call Volume Trend, Previous Quarter Compared to Current Quarter



Call Volume, by Day of Week (N=1,212)



Call volume was highest on **Fridays (15.9%)** and lowest on **Sundays (11.6%)**

685 (56.5%) of calls were made outside of normal business hours

324 (47.3%) Weekend calls

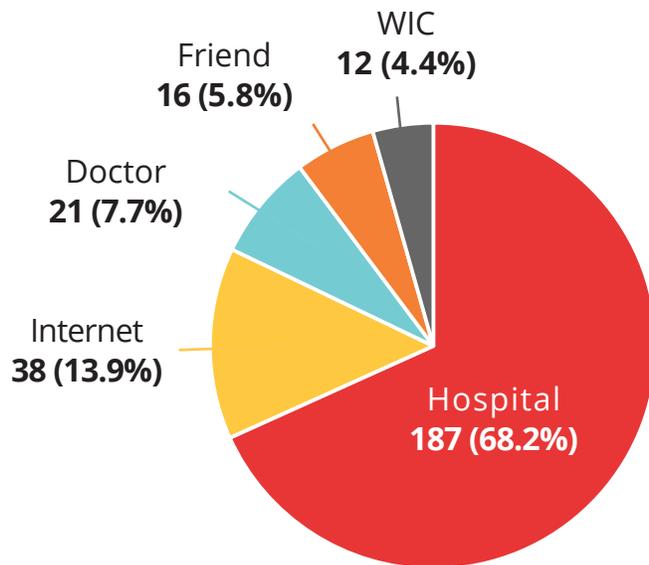
361 (52.7%) After hours calls (before 8am & after 5pm)

Note: Total may not equal 100% due to rounding

Demographics

Out of **1,212** calls, the Tennessee Breastfeeding Hotline received **291** questionnaire responses, the data from which are reflected below.

Referral Source (N=274)



*Other Referral Source or Declined to Answer (n=17)

Call Frequency (N=278)



*Declined to Answer (n=13)

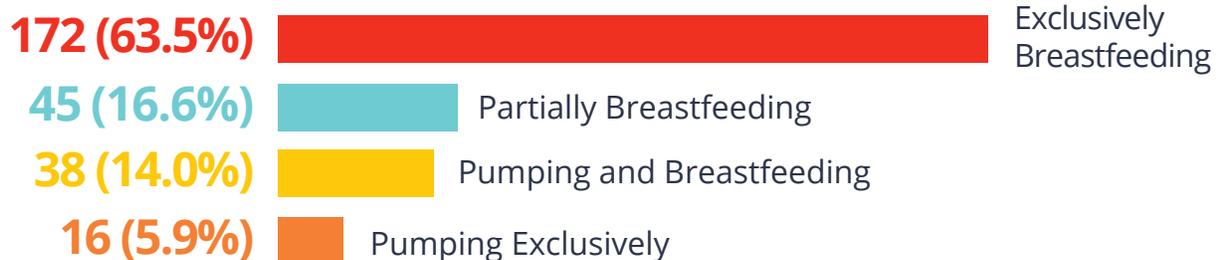
WIC Participation (N=277)



1.7 of 10 callers
Participated in WIC (**17.0%**)

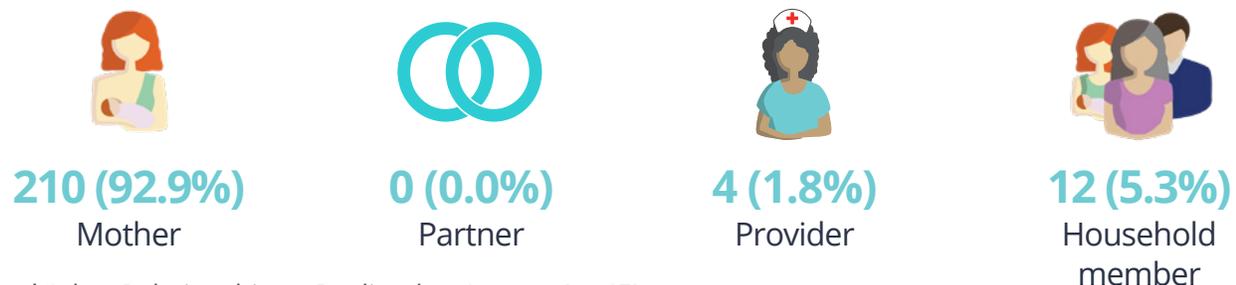
*Declined to Answer (n=14)

Breastfeeding Status (N=271)



*Declined to Answer (n=20)

Caller's Relationship (N=226)



*Other Relationship or Declined to Answer (n=65)

Quality Improvement Survey Results

The follow-up survey calls were conducted by phone with up to three attempts to reach each caller. Of **1,029** survey calls placed, the TBH received **188 (18.3%)** fully completed surveys.

Issue Resolution (N=187)



Issues Resolved
(85.0%)



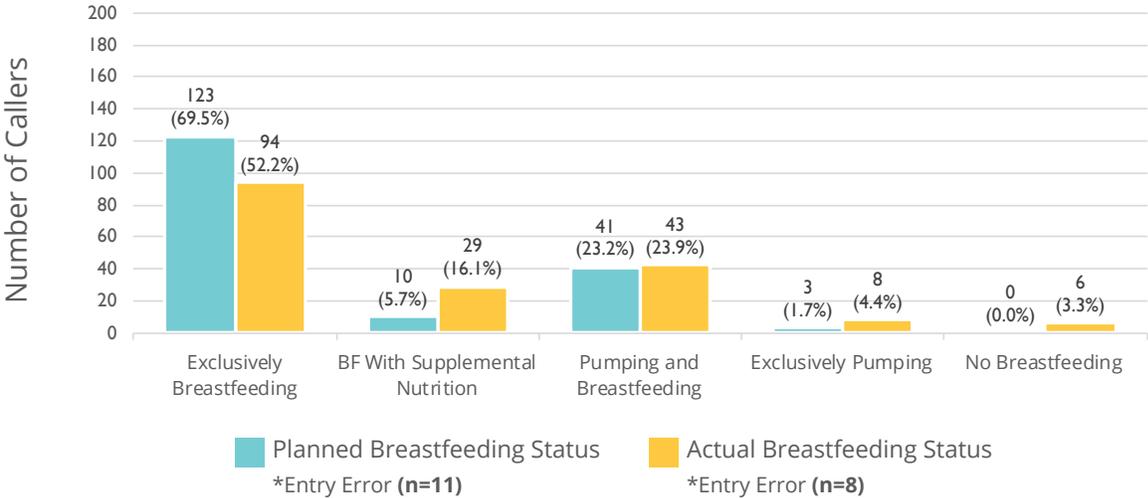
Issues Partially Resolved
(8.6%)



Issues Not Resolved
(6.4%)

*Entry Error (n=1)

Planned (N=177) and Actual (N=180) Breastfeeding Status



Hotline Experience Rating (N=172)

Callers were asked to rate their experience on the Tennessee Breastfeeding Hotline on a scale from 1 (Poor) to 5 (Outstanding). Out of **187** responses, the average star rating was **4.1** out of **5** stars, with **132 (70.6%)** rating their experience as outstanding.



9 (5.2%)
1 Star Rating



2 (1.2%)
2 Star Rating



8 (4.7%)
3 Star Rating



21 (12.2%)
4 Star Rating



132 (76.7%)
5 Star Rating

*Entry Error (n=16)