



Tennessee Breastfeeding Hotline

July - September 2018 Quarterly Report



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Submitted to:

State of Tennessee, Department of Health

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Executive Summary

July - September 2018

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 2018, 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. Despite growing data on these benefits, **24.3%** of babies born in Tennessee were never breastfed, according to the Centers for Disease Control and Prevention's most recent

National Immunization Survey (NIS)¹. By the time their baby reached **6 months** of age, the proportion of Tennessee mothers breastfeeding decreased from **75.7%** to **49.8%**. Although there have been improvements, Tennessee rates for breastfeeding initiation and 6 months duration remain lower than Healthy People 2020's goal of **81.9%** and **60.6%**, respectively.

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

In July 2018, the TBH transferred call volume from a previous vendor to Pacify Health. The hotline was fully functional starting July 1st and data capture for the caller intake questionnaire began on September 20th, as noted on pages 6 and 7.

1 Center for Disease Control, 2015/2016 National Immunization Survey State Estimates. https://www.cdc.gov/breastfeeding/data/nis_data/rates-any-exclusive-bf-state-2015.htm

Cumulative Call Data: July - September 2018



1,569

Total Calls



426

Direct Answers
(27.2%)



1,135

Voicemails/Call Backs
(72.3%)



8

Abandoned Calls
(0.5%)



55 minutes Average call back time

450 Calls returned in <30 min (39.6%)



8.6 min

Average daytime
call duration



11.2 min

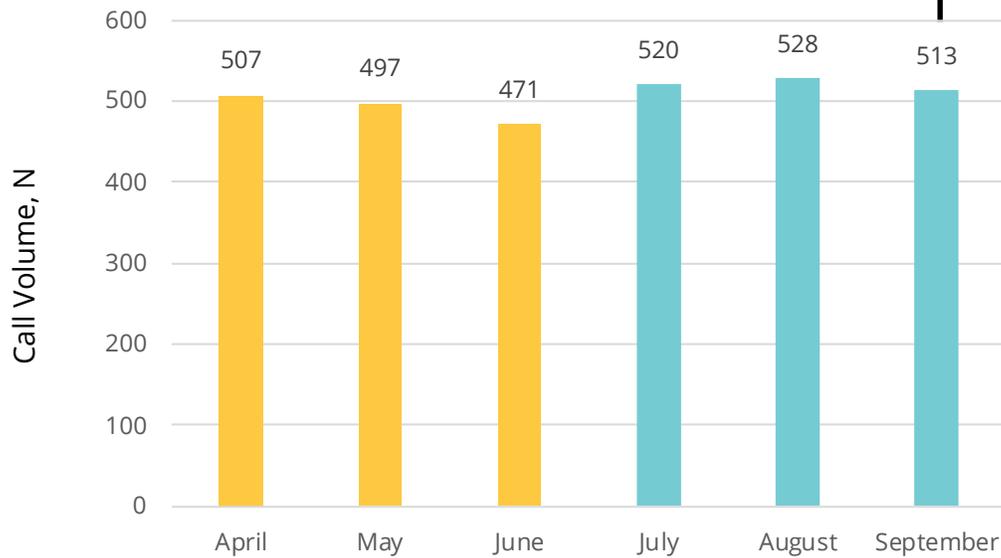
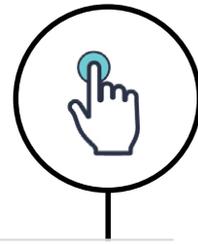
Average nighttime
call duration



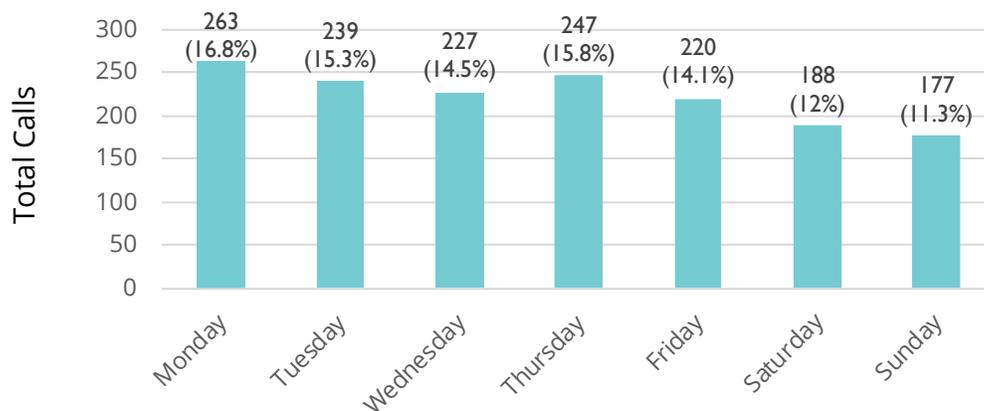
The four most common
topics of calls were:
**Supply, Latch, Pumping
and Medications**

Call Volume Trend, Previous Quarter Compared to Current Quarter

Since completing the transition to the full Pacify solution on September 20th, the Tennessee Breastfeeding Hotline has direct answered **99.5%** of all calls.



Call Volume, by Day of Week (N=1,569)



Call volume was highest on **Mondays (16.8%)** and lowest on **Sundays (11.3%)**

943 (60.1%) of calls were made outside of normal business hours

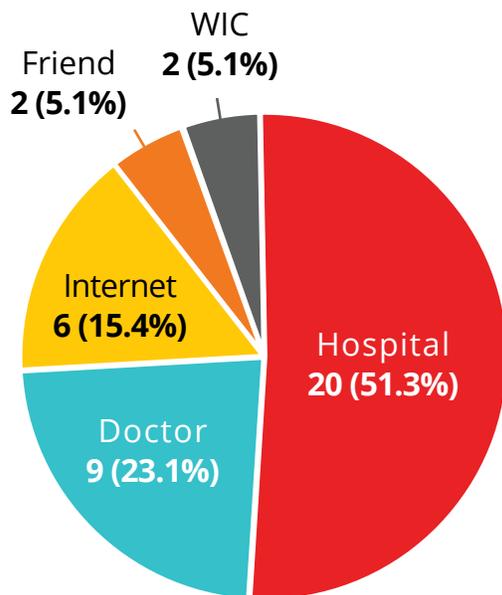
367 (23.4%) Weekend calls

576 (36.7%) After hours calls (before 8am & after 5pm)

Demographics

Intake questionnaire data collection began on September 20th. Out of **200** calls, the Tennessee Breastfeeding Hotline received **39** responses, the data from which are reflected below.

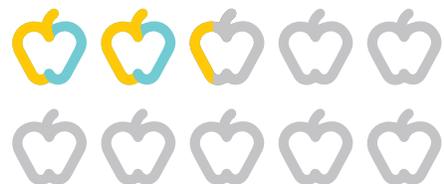
Referral Source (N=39):



24 New Callers
(61.5%)



15 Repeat Callers
(38.5%)

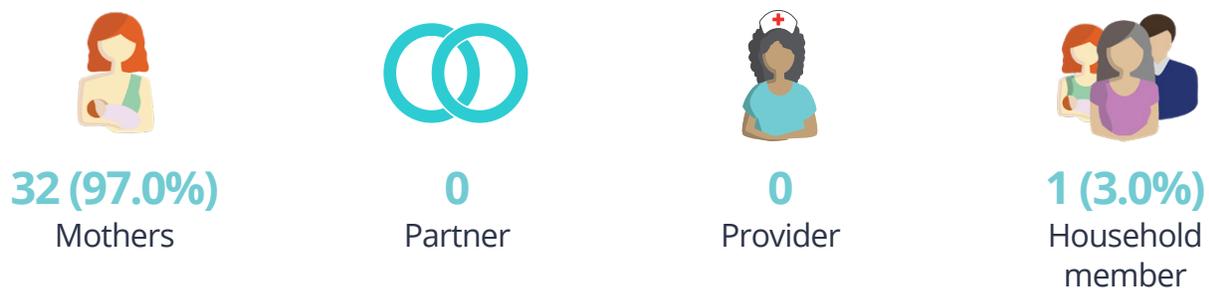


2.3 of 10 callers
Participated in WIC (23.1%)

Breastfeeding Status (N=39):



Caller's Relationship (N=33):



*Declined to Answer (n=6)

Demographics

Caller's Race and Ethnicity (N=35)



Age Distributions



31 years
Average age
of caller



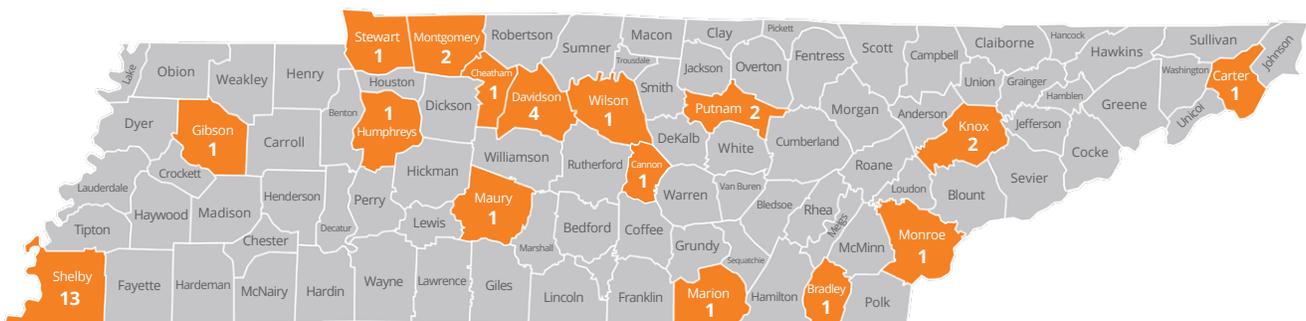
14 weeks
Average age
of baby



39.7 weeks
Average gestational
age of baby at birth

Call Distribution by County (N=33)

Of **39** calls, the Tennessee Breastfeeding Hotline received **33 (86.8%)** from Tennessee residents. The highest call volume was from Shelby County.



Quality Improvement Survey Results

The follow-up survey calls were conducted by phone with up to three attempts to reach each caller. Of **1569** callers, the TBH received **371** survey responses.

Issue Resolution:



Issues Resolved
(81.1%)

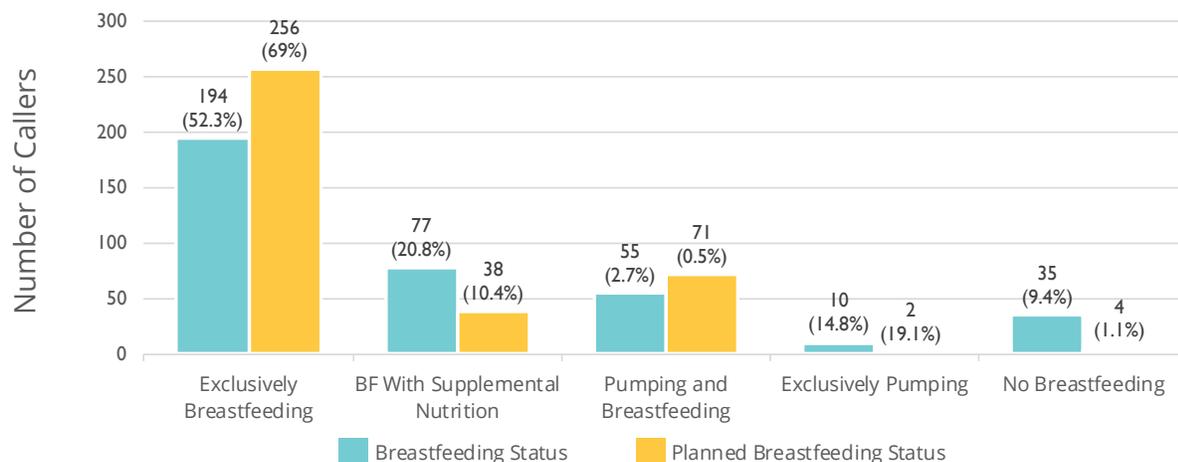


Issues Partially Resolved
(15.6%)



Issues Not Resolved
(3.2%)

Planned and Actual Breastfeeding Status:



Hotline Experience Rating

Callers were asked to rate their experience on the Tennessee Breastfeeding Hotline on a scale from 1 (Poor) to 5 (Outstanding). Out of **371** calls, **269 (72.5%)** rated their experience as outstanding.



4 (1.1%)
1 Star Rating



4 (1.1%)
2 Star Rating



26 (7.0%)
3 Star Rating



68 (18.3%)
4 Star Rating



269 (72.5%)
5 Star Rating