



Tennessee Breastfeeding Hotline

October - December 2018 Quarterly Report



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Submitted to:

State of Tennessee, Department of Health

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Executive Summary

October - December 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 October through December 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

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).

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

Cumulative Call Data: October - December 2018



1,495
Total Calls



24

Voicemails/Call Backs
(1.6%)



23

Abandoned Calls
(1.5%)



1,448

Direct Answers
(96.9%)



18.5 minutes

Average call back time

94.7% Calls returned in
<60 min (**18 out of 19**)

*Callback time entry error (n=5)



23 seconds

Average direct
answer time



11.4 min

Average daytime
call duration



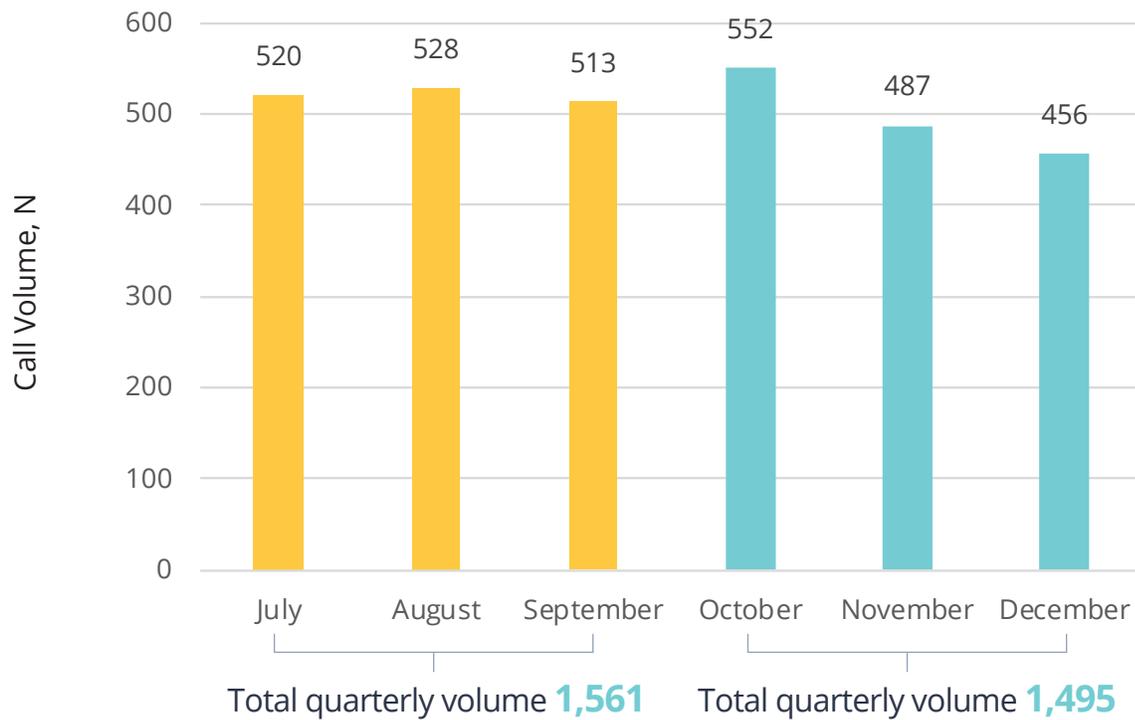
8.7 min

Average nighttime
call duration

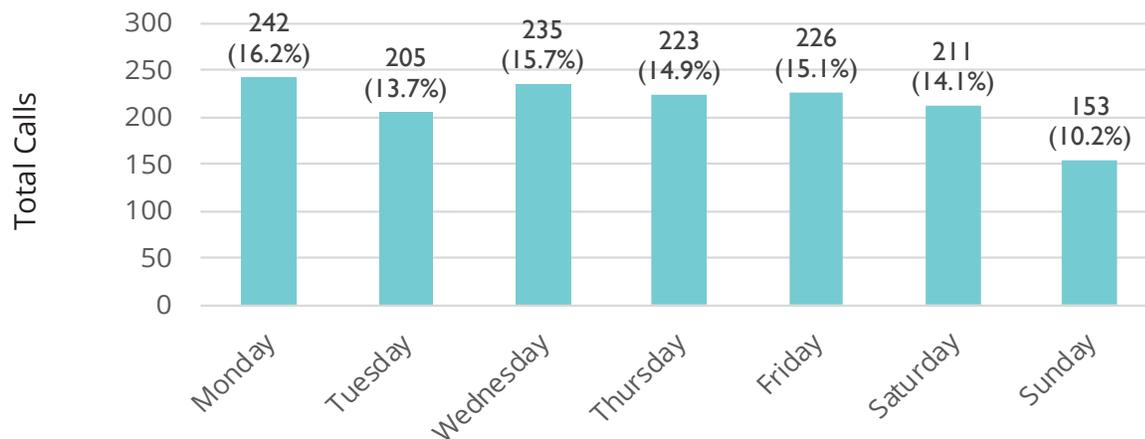


The four most common
topics of calls were:
**Medications, Nipple
Pain, Milk Supply,
Pumping**

Call Volume Trend, Previous Quarter Compared to Current Quarter



Call Volume, by Day of Week (N=1,495)



Call volume was highest on **Mondays (16.2%)** and lowest on **Sundays (10.2%)**

838 (56.1%) of calls were made outside of normal business hours

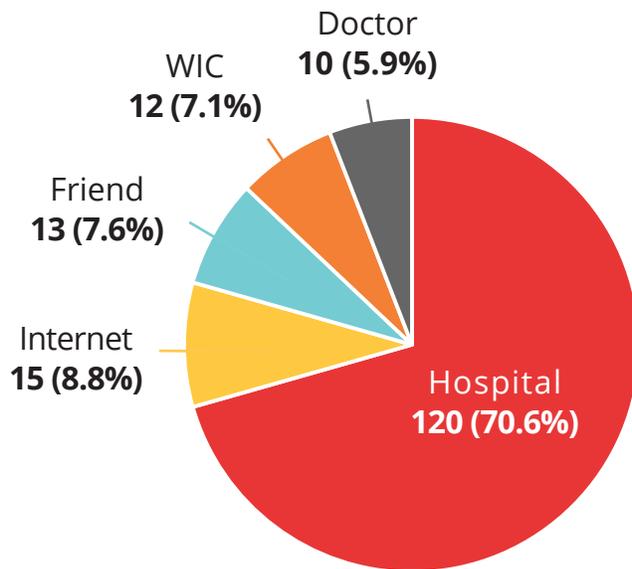
364 (43.4%) Weekend calls

474 (56.6%) After hours calls (before 8am & after 5pm)

Demographics

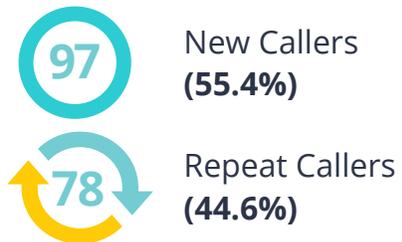
Out of **1,495** calls, the Tennessee Breastfeeding Hotline received **178** questionnaire responses, the data from which are reflected below.

Referral Source (N=170)



*Declined to Answer (n=8)

Call Frequency (N=175)



*Declined to Answer (n=3)

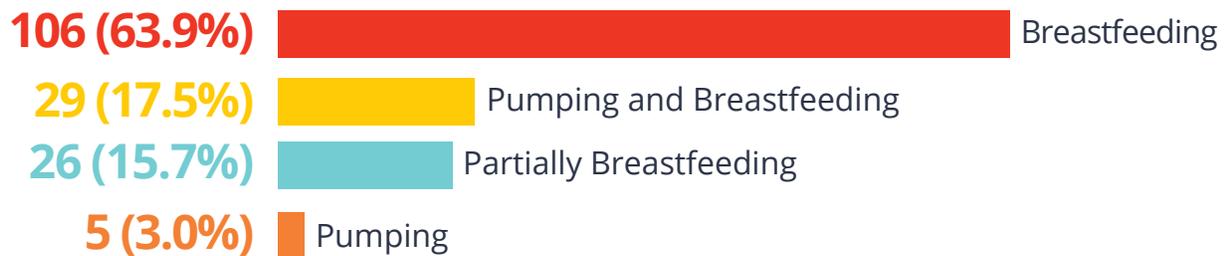
WIC Participation (N=169)



2 of 10 callers
Participated in WIC (**19.5%**)

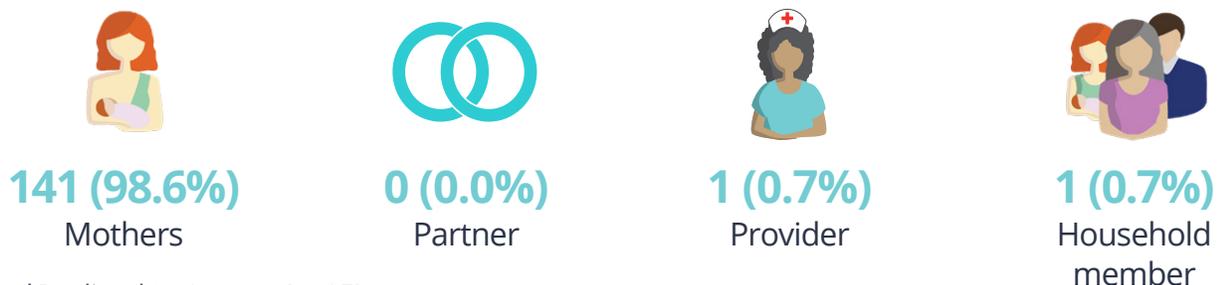
*Declined to Answer (n=9)

Breastfeeding Status (N=166)



*Declined to Answer (n=12)

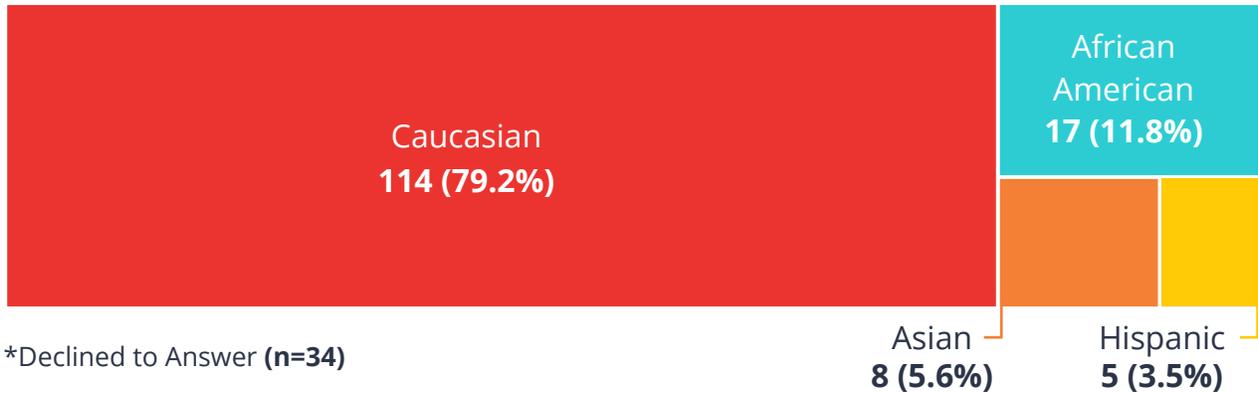
Caller's Relationship (N=143)



*Declined to Answer (n=35)

Demographics

Caller's Race and Ethnicity (N=144)



*Declined to Answer (n=34)

Age Distributions



30.5 years
Average age of caller

*Declined to Answer (n=23)



11 weeks
Average age of baby

*Declined to Answer (n=53)

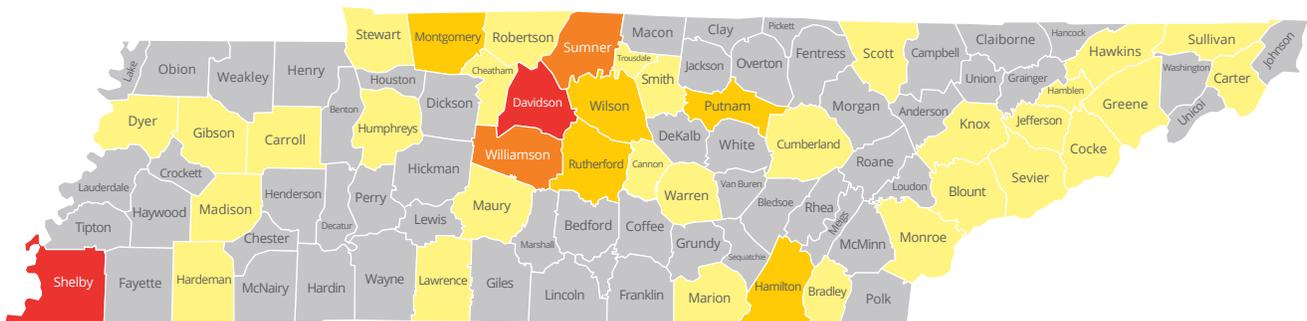


38.9 weeks
Average gestational age of baby at birth

*Declined to Answer (n=72)

Call Distribution by County (N=161)

Of **178** questionnaire responses, the Tennessee Breastfeeding Hotline received **151 (93.8%)** from Tennessee residents. TBH received **10 (13.2%)** calls from out-of-state. The highest call volumes were from Shelby and Davidson Counties.



Number of Calls



*Declined to Answer (n=16)

*Entry error (n=1)

Quality Improvement Survey Results

The follow-up survey calls were conducted by phone with up to three attempts to reach each caller. Of **1,090** survey calls placed, the TBH received **187** survey responses.

Issue Resolution



Issues Resolved
(75.8%)



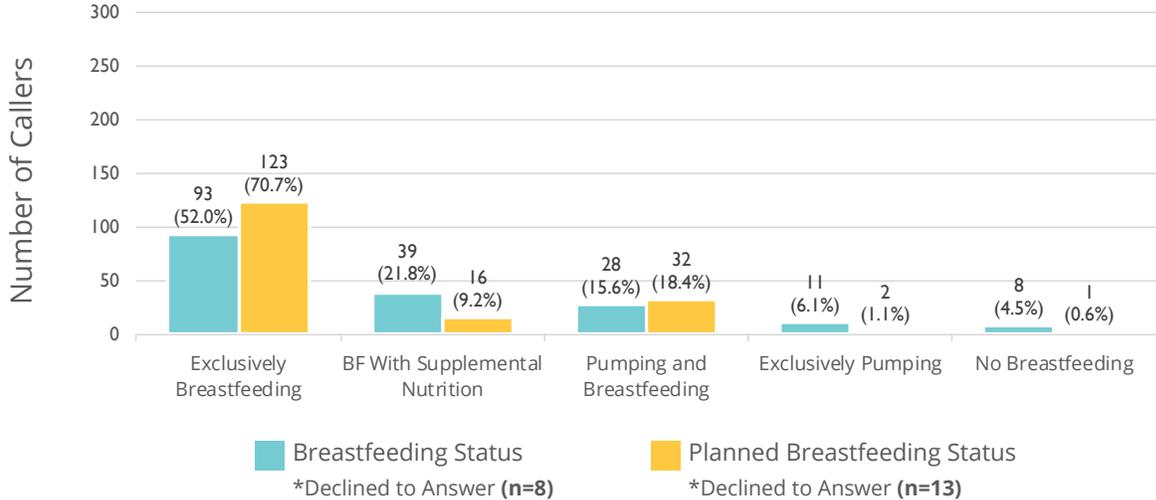
Issues Partially Resolved
(15.6%)



Issues Not Resolved
(8.6%)

*Entry error (n=1)

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 **172** responses, the average star rating was **4.4** out of **5** stars, with **124 (72.1%)** rating their experience as outstanding.



5 (2.9%)
1 Star Rating



9 (5.2%)
2 Star Rating



15 (8.7%)
3 Star Rating



19 (11.0%)
4 Star Rating



124 (72.1%)
5 Star Rating

*Declined to Answer (n=15)