Tennessee Breastfeeding Hotline

January - March 2019 Quarterly Report
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Submitted to:
State of Tennessee, Department of Health

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Reviewed by:
State of Tennessee, Department of Health
Executive Summary

January - March 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 January through March 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. 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).

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Cumulative Call Data: January - March 2019

1,458 Total Calls

- 1,414 Direct Answers (97%)
  - 23 seconds Average direct answer time

- 26 Voicemails/Call Backs (1.8%)
  - 7.2 minutes Average call back time
  - 92.3% Calls returned in <60 min (24 out of 26)

- 18 Abandoned Calls (1.2%)

The four most common topics of calls were:
- Medications, Milk Supply, Latch/Positioning, Engorgement

Average call duration:
- Daytime: 8.4 min
- Nighttime: 9.4 min
Call Volume Trend, Previous Quarter Compared to Current Quarter

<table>
<thead>
<tr>
<th>Month</th>
<th>Call Volume, N</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>552</td>
</tr>
<tr>
<td>November</td>
<td>487</td>
</tr>
<tr>
<td>December</td>
<td>456</td>
</tr>
<tr>
<td>January</td>
<td>565</td>
</tr>
<tr>
<td>February</td>
<td>417</td>
</tr>
<tr>
<td>March</td>
<td>476</td>
</tr>
</tbody>
</table>

Total Quarterly Volume: 1,495
Total Quarterly Volume: 1,458

Call Volume, by Day of Week (N=1,458)

<table>
<thead>
<tr>
<th>Day</th>
<th>Total Calls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>214 (14.7%)</td>
</tr>
<tr>
<td>Tuesday</td>
<td>199 (13.6%)</td>
</tr>
<tr>
<td>Wednesday</td>
<td>230 (15.8%)</td>
</tr>
<tr>
<td>Thursday</td>
<td>232 (15.9%)</td>
</tr>
<tr>
<td>Friday</td>
<td>227 (15.6%)</td>
</tr>
<tr>
<td>Saturday</td>
<td>197 (13.5%)</td>
</tr>
<tr>
<td>Sunday</td>
<td>159 (10.9%)</td>
</tr>
</tbody>
</table>

Call volume was highest on **Thursdays (15.9%)** and lowest on **Sundays (10.9%)**

821 (56.3%) of calls were made outside of normal business hours

356 (43.4%) Weekend calls

465 (56.6%) After hours calls (before 8am & after 5pm)
Demographics

Out of 1,458 calls, the Tennessee Breastfeeding Hotline received 290 questionnaire responses, the data from which are reflected below.

**Referral Source (N=273)**

- Hospital: 176 (64.5%)
- Internet: 32 (11.7%)
- Doctor: 23 (8.4%)
- Friend: 21 (7.7%)
- WIC: 21 (7.7%)

*Declined to Answer (n=17)

**Call Frequency (N=284)**

- New Callers: 160 (56.3%)
- Repeat Callers: 124 (43.7%)
*Declined to Answer (n=6)

**WIC Participation (N=271)**

- 2 of 10 callers Participated in WIC (18.1%)
*Declined to Answer (n=19)

**Breastfeeding Status (N=272)**

- Breastfeeding: 163 (59.9%)
- Pumping and Breastfeeding: 49 (18.0%)
- Partially Breastfeeding: 42 (15.4%)
- Pumping: 18 (6.6%)

*Declined to Answer (n=18)

**Caller’s Relationship (N=235)**

- Mothers: 226 (96.2%)
- Partner: 0 (0.0%)
- Provider: 3 (1.3%)
- Household member: 6 (2.6%)

*Declined to Answer (n=55)
Demographics

Caller’s Race and Ethnicity (N=233)

- Caucasian: 184 (79.0%)
- African American: 36 (15.5%)
- Hispanic: 9 (3.9%)
- Asian: 4 (1.7%)

*Declined to Answer (n=57)

Age Distributions

- Average age of caller: 30.7 years
- Average age of baby: 11.6 weeks
- Average gestational age of baby at birth: 38.6 weeks

*Declined to Answer (n=28), *Declined to Answer (n=78), *Declined to Answer (n=124)

Call Distribution by County (N=231)

Of 254 questionnaire responses, the Tennessee Breastfeeding Hotline received 231 (90.9%) from Tennessee residents. TBH received 23 (9.1%) calls from out-of-state. The highest call volumes were from Shelby and Davidson Counties.

Number of Calls

- <10
- 10-24
- 25-49
- ≥ 50

*Declined to Answer (n=31), *Entry error (n=5)
Quality Improvement Survey Results

The follow-up survey calls were conducted by phone with up to three attempts to reach each caller. Of 1,236 survey calls placed, the TBH received 173 survey responses.

**Issue Resolution (N=170)**

- **Issues Resolved (82.4%)**
- **Issues Partially Resolved (10.6%)**
- **Issues Not Resolved (7.1%)**

*Entry error (n=3)*

**Planned (N=161) and Actual (N=166) Breastfeeding Status**

**Hotline Experience Rating (N=159)**

Callers were asked to rate their experience on the Tennessee Breastfeeding Hotline on a scale from 1 (Poor) to 5 (Outstanding). Out of 159 responses, the average star rating was 4.6 out of 5 stars, with 126 (79.2%) rating their experience as outstanding.

- **7 (4.5%)** 1 Star Rating
- **1 (0.6%)** 2 Star Rating
- **10 (6.3%)** 3 Star Rating
- **15 (9.4%)** 4 Star Rating
- **126 (79.2%)** 5 Star Rating

*Declined to Answer (n=14)*