Tennessee Breastfeeding Hotline

April - June 2019 Quarterly Report
Executive Summary

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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 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: April - June 2019

1,291 Total Calls

1,259 Direct Answers (97.5%)

14 Abandoned Calls (1.1%)

18 Voicemails/Call Backs (1.4%)

7.7 minutes Average call back time

100% Calls returned in <60 min (15 out of 15)

Note: 3 of the 18 calls did not collect call back data

9.2 min Average daytime call duration

8.4 min Average nighttime call duration

The four most common topics of calls were:
- Pumping
- Latch/Positioning
- Breast/nipple pain
- Medication

24 seconds Average direct answer time

95% Calls returned in <60 min (15 out of 15)
Call Volume Trend, Previous Quarter Compared to Current Quarter

Call Volume, by Day of Week (N=1,291)

Call volume was highest on **Tuesdays (15.6%)** and lowest on **Sundays (12.0%)**

**706 (54.7%)** of calls were made outside of normal business hours

**336 (47.6%)** Weekend calls

**370 (52.4%)** After hours calls (before 8am & after 5pm)

Note: Total may not equal 100% due to rounding
Demographics

Out of 1,291 calls, the Tennessee Breastfeeding Hotline received 330 questionnaire responses, the data from which are reflected below.

Referral Source (N=309)

- Hospital: 218 (70.6%)
- Internet: 32 (10.4%)
- Doctor: 22 (7.1%)
- Friend: 22 (7.1%)
- WIC: 15 (4.9%)

*Other Referral Source or Declined to Answer (n=21)

Call Frequency (N=316)

- New Callers: 185 (58.5%)
- Repeat Callers: 131 (41.5%)
- *Declined to Answer (n=14)

WIC Participation (N=303)

- 1.5 of 10 callers Participated in WIC (14.5%)
- *Declined to Answer (n=27)

Breastfeeding Status (N=304)

- Exclusively Breastfeeding: 187 (61.5%)
- Pumping and Breastfeeding: 48 (15.8%)
- Partially Breastfeeding: 51 (16.8%)
- Pumping Exclusively: 18 (5.9%)

*Declined to Answer (n=26)

Caller’s Relationship (N=245)

- Mothers: 237 (96.7%)
- Partner: 0 (0.0%)
- Provider: 1 (0.4%)
- Household member: 7 (2.9%)

*Other Relationship or Declined to Answer (n=85)
Demographics

**Caller’s Race and Ethnicity (N=243)**

- **Caucasian**: 177 (72.8%)
- **African American**: 36 (14.8%)
- **Asian**: 17 (7.0%)
- **Hispanic**: 13 (5.3%)
- *Other Race/Ethnicity or Declined to Answer (n=87)

**Age Distributions**

- **30.4 years** Average age of caller
- **13.8 weeks** Average age of baby
- **35.2 weeks** Average gestational age of baby at birth

*Don’t Know or Declined to Answer (n=62) *Don’t Know or Declined to Answer (n=106) *Don’t Know or Declined to Answer (n=124)

**Call Distribution by County (N=265)**

Of 282 questionnaire responses, the Tennessee Breastfeeding Hotline received 265 (94.0%) from Tennessee residents. TBH received 17 (6.0%) calls from out-of-state.County distribution of Tennessee calls is depicted below. The highest call volumes were from Shelby and Davidson Counties.
Quality Improvement Survey Results

The follow-up survey calls were conducted by phone with up to three attempts to reach each caller. Of 1,218 survey calls placed, the TBH received 187 survey responses.

**Issue Resolution (N=186)**

- Issues Resolved: 150 (80.6%)
- Issues Partially Resolved: 30 (16.1%)
- Issues Not Resolved: 6 (3.2%)

*Entry Error (n=1)*

**Planned (N=181) and Actual (N=183) Breastfeeding Status**

A bar chart showing the distribution of planned and actual breastfeeding statuses.

**Hotline Experience Rating (N=178)**

Callers were asked to rate their experience on the Tennessee Breastfeeding Hotline on a scale from 1 (Poor) to 5 (Outstanding). Out of 178 responses, the average star rating was 4.6 out of 5 stars, with 137 (77.0%) rating their experience as outstanding.

- 1 Star Rating: 3 (1.7%)
- 2 Star Rating: 6 (3.4%)
- 3 Star Rating: 5 (2.8%)
- 4 Star Rating: 27 (15.2%)
- 5 Star Rating: 137 (77.0%)

*Entry Error (n=9)*