

TENNESSEE  
Breastfeeding Hotline

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



# Tennessee Breastfeeding Hotline

*January - March 2020 Quarterly Report*



**Tennessee Breastfeeding Hotline Quarterly Report**  
January - March 2020

**Submitted to:**

State of Tennessee, Department of Health

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**Reviewed by:**

State of Tennessee, Department of Health

## Executive Summary

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January - March 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 January through March 2020, 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)<sup>1</sup>, **82.2%** of Tennessee babies born in 2016 were ever breastfed.

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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](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 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: January - March 2020



**1,309**  
Total Calls



**28**

Voicemails/Call Backs  
(2.1%)



**23**

Abandoned Calls  
(1.8%)



**1,258**

Direct Answers  
(96.1%)



**16.5 minutes**

Average call back time

**85.2%** Calls returned in  
<60 min (**23 out of 27**)\*

\*One call did not record call back data



**24 seconds**

Average direct answer time



**8.5 min**

Average daytime call duration



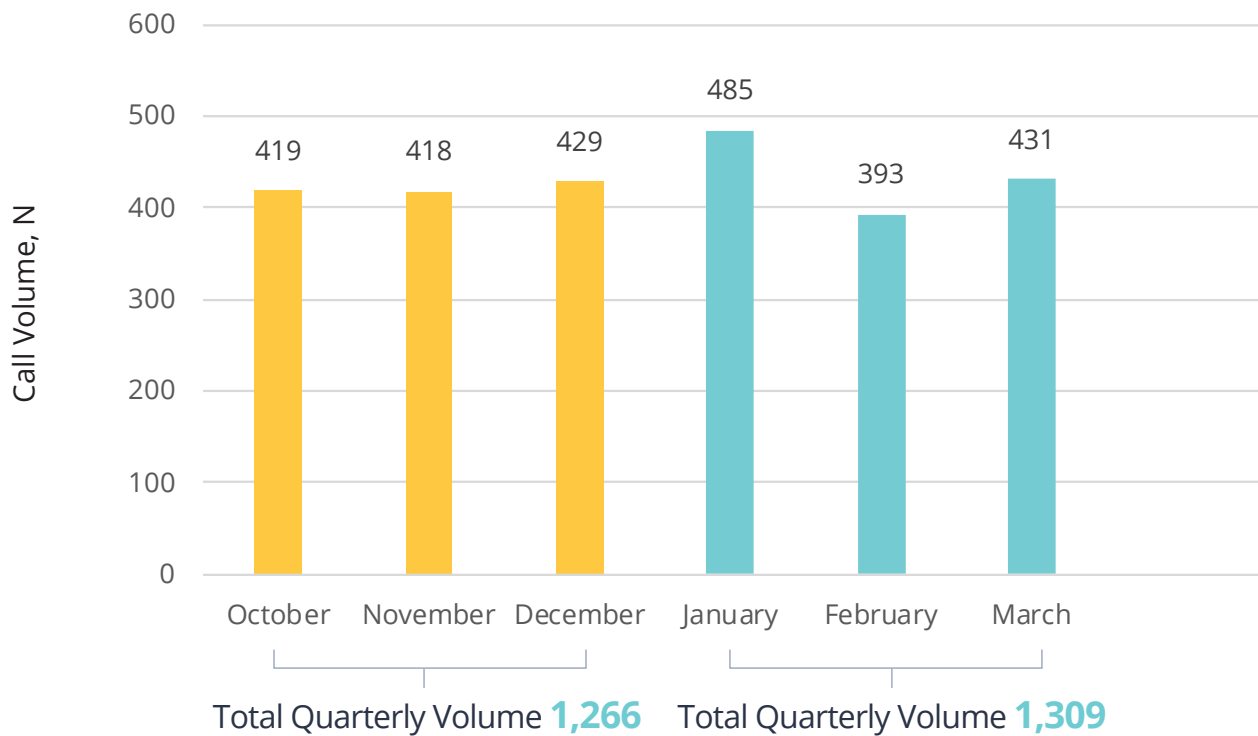
**10.1 min**

Average nighttime call duration

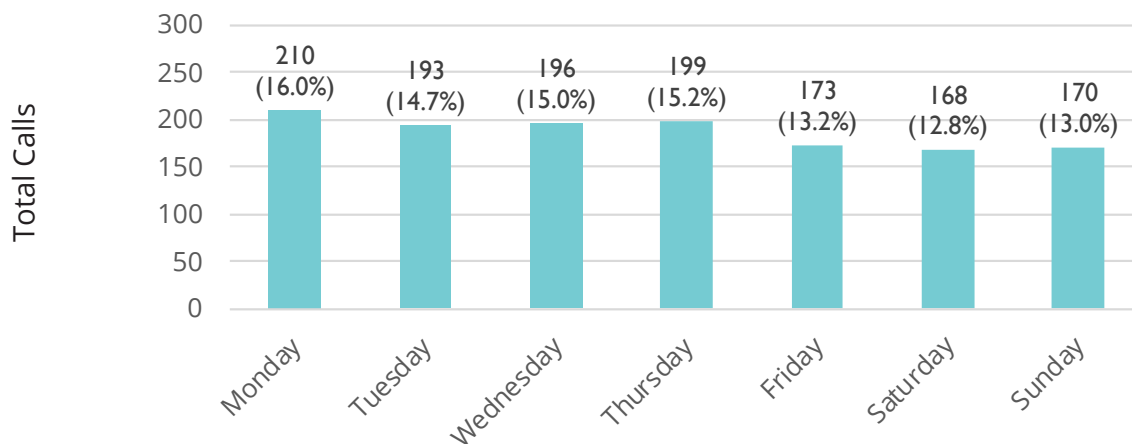


The four most common topics of calls were:  
**Pumping, Milk Supply, Latch/Position, Breast/Nipple Pain**

## Call Volume Trend, Previous Quarter Compared to Current Quarter



## Call Volume, by Day of Week (N=1,309)



Call volume was highest on **Mondays (16.0%)** and lowest on **Saturdays (12.8%)**

**755 (57.7%)** of calls were made outside of normal business hours

**338 (44.8%)** Weekend calls

**417 (55.2%)** After hours calls (before 8am & after 5pm)

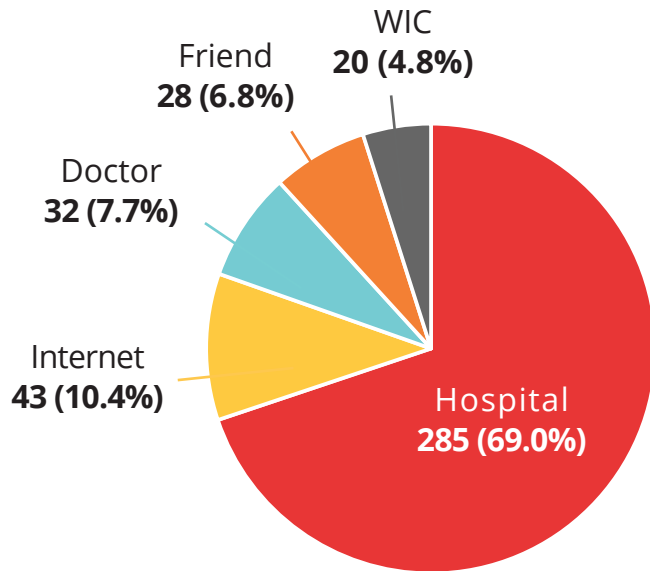
Note: Total may not equal 100% due to rounding



## Demographics

Out of **1,309** calls, the Tennessee Breastfeeding Hotline received **447** questionnaire responses, the data from which are reflected below.

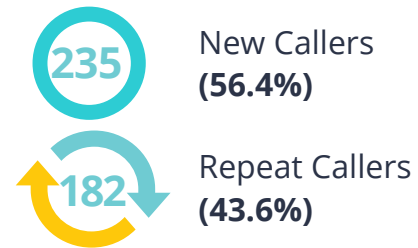
### Referral Source (N=413)



\*Other Referral Source or Declined to Answer (n=34)

Note: Total may not equal 100% due to rounding

### Call Frequency (N=417)



\*Declined to Answer (n=30)

### WIC Participation (N=406)



**1.7 of 10 callers**  
Participated in WIC (**17.5%**)

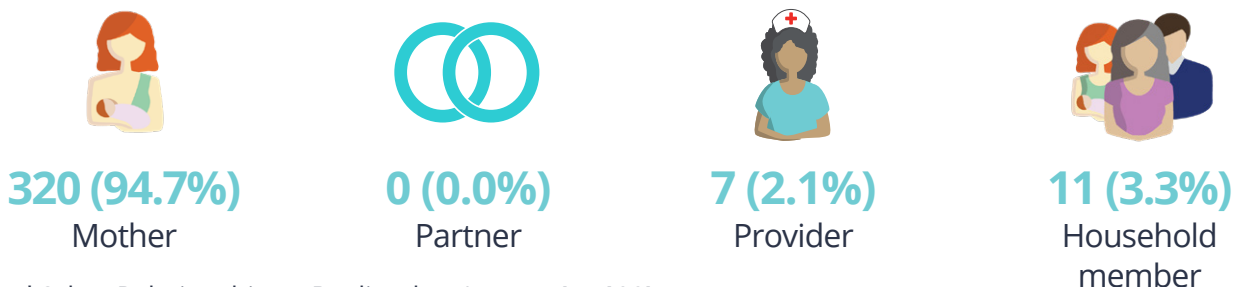
\*Declined to Answer (n=41)

### Breastfeeding Status (N=402)



\*Declined to Answer (n=45)

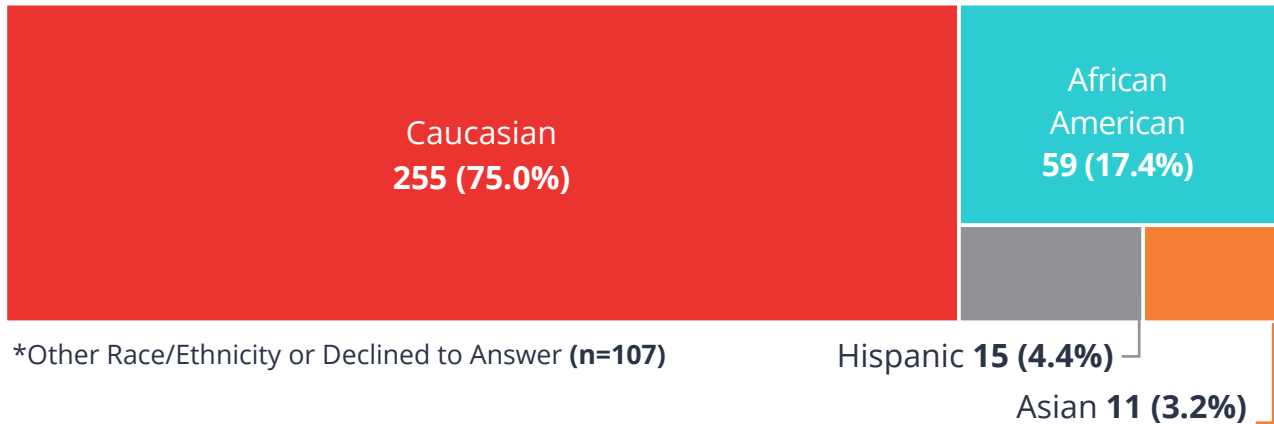
### Caller's Relationship (N=338)



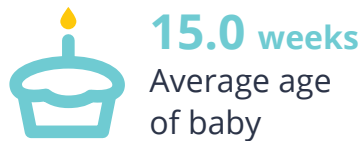
\*Other Relationship or Declined to Answer (n=109)

## Demographics

### Caller's Race and Ethnicity (N=340)



### Age Distributions



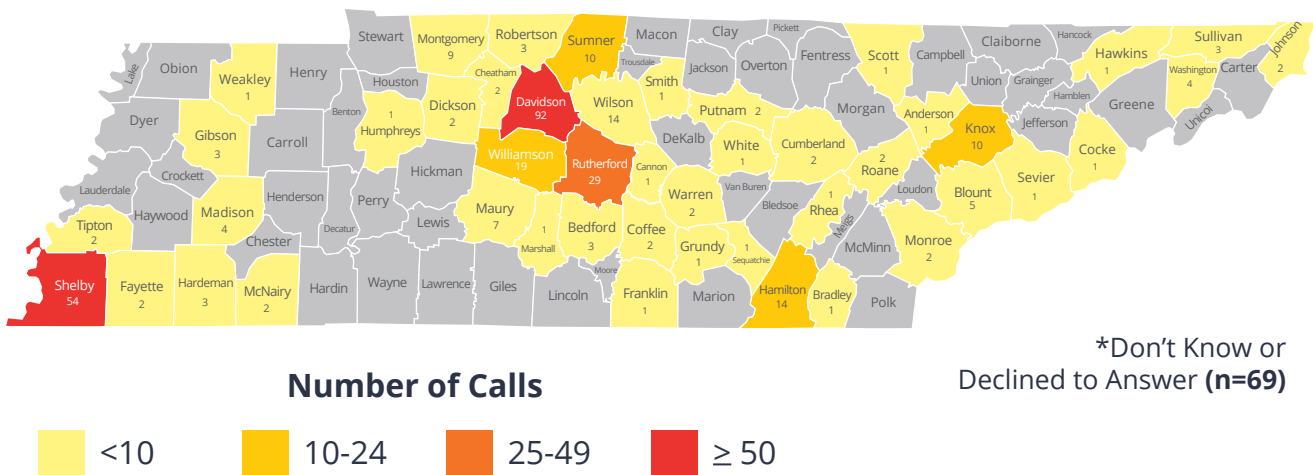
\*Don't Know or Declined to Answer (n=79)  
\*Error Entry (n=5)

\*Don't Know or Declined to Answer (n=148)

\*Don't Know or Declined to Answer (n=174)  
\*Error Entry (n=13)

### Call Distribution by County (N=326)

Of the **447** questionnaires collected, the Tennessee Breastfeeding Hotline received **378** responses to this question. Of the **378** responses, **326 (86.2%)** were from Tennessee residents while **52 (13.8%)** were from out-of-state. County distribution of Tennessee calls is depicted below. The highest call volumes were from Shelby and Davidson Counties.

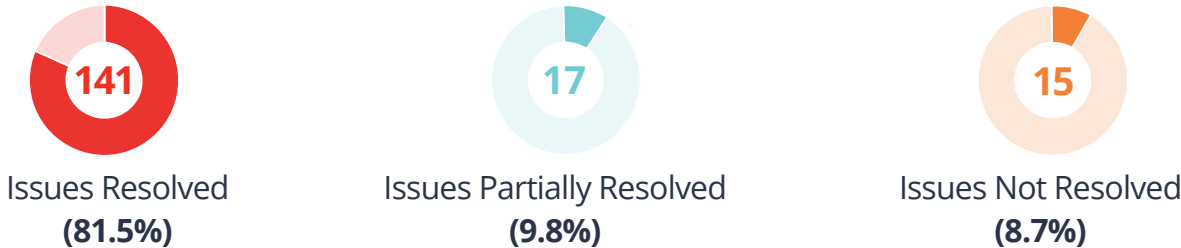




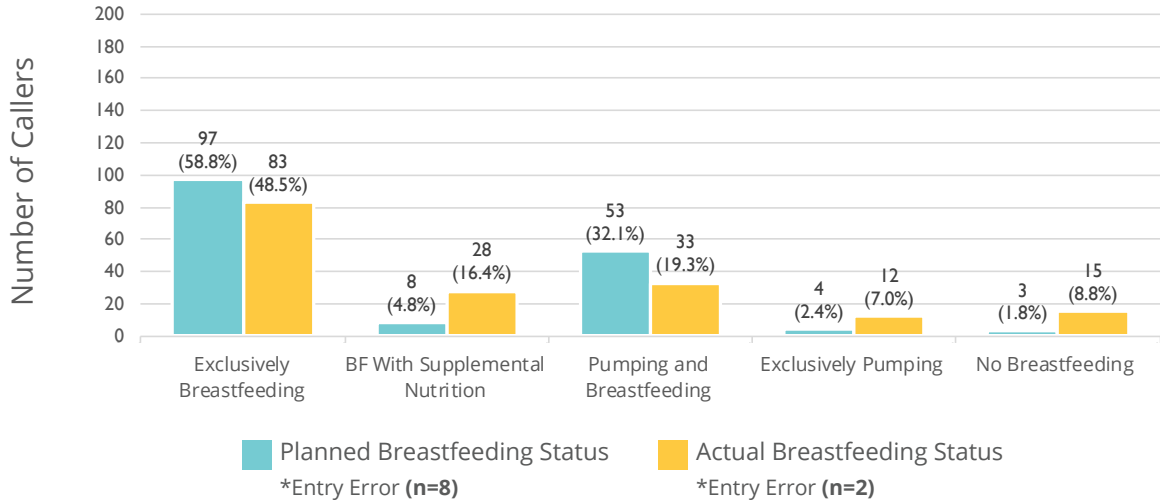
# Quality Improvement Survey Results

The follow-up survey calls were conducted by phone with up to three attempts to reach each caller. Of **1,117** survey calls placed, the TBH received **173 (15.5%)** fully completed surveys.

## Issue Resolution (N=173)



## Planned (N=165) and Actual (N=171) Breastfeeding Status



## Hotline Experience Rating (N=161)

Callers were asked to rate their experience on the Tennessee Breastfeeding Hotline on a scale from 1 (Poor) to 5 (Outstanding). Out of **161** responses, the average star rating was **4.5** out of **5** stars, with **121 (75.2%)** rating their experience as outstanding.



\*Entry Error (n=12)