



# Tennessee Breastfeeding Hotline

*January - March 2019 Quarterly Report*



# **Tennessee Breastfeeding Hotline Quarterly Report**

January - March 2019

## **Submitted to:**

State of Tennessee, Department of Health

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## **Reviewed by:**

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## Executive Summary

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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)<sup>1</sup>. 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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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](https://www.cdc.gov/breastfeeding/data/nis_data/rates-any-exclusive-bf-state-2015.htm)

# Cumulative Call Data: January - March 2019



**1,458**  
Total Calls



**26**

Voicemails/Call Backs  
(1.8%)



**7.2 minutes**  
Average call back time

**92.3%** Calls returned in  
<60 min (**24 out of 26**)



**8.4 min**  
Average daytime  
call duration



**1,414**  
Direct Answers  
(97%)



**23 seconds**  
Average direct  
answer time



**9.4 min**  
Average nighttime  
call duration



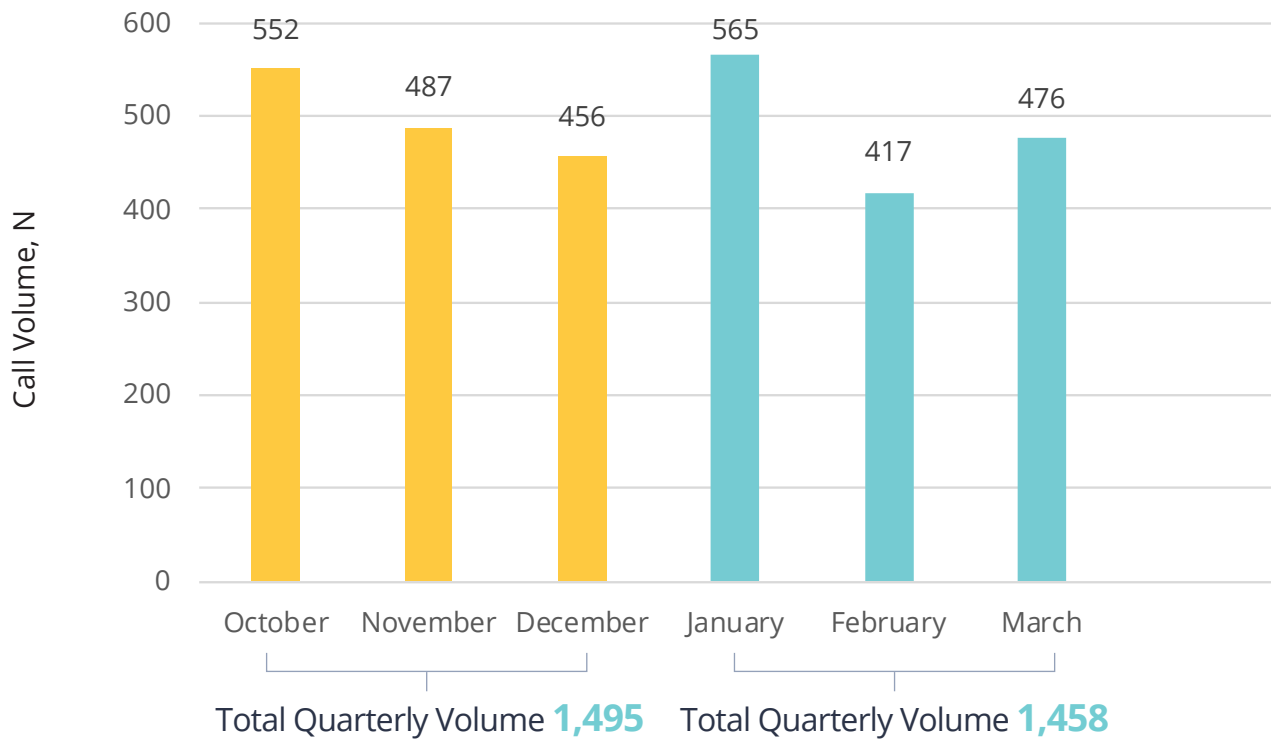
**18**

Abandoned Calls  
(1.2%)

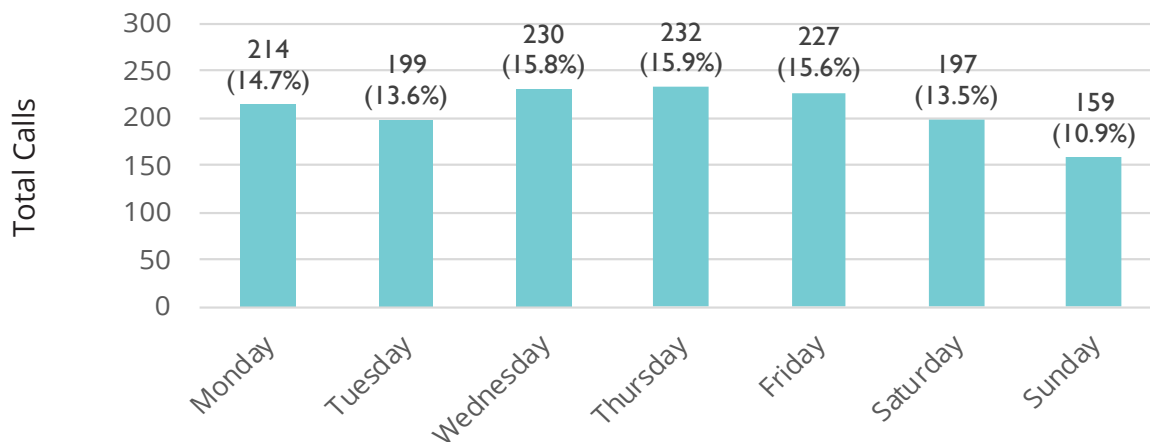


The four most common  
topics of calls were:  
**Medications, Milk Supply,  
Latch/Positioning,  
Engorgement**

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



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



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

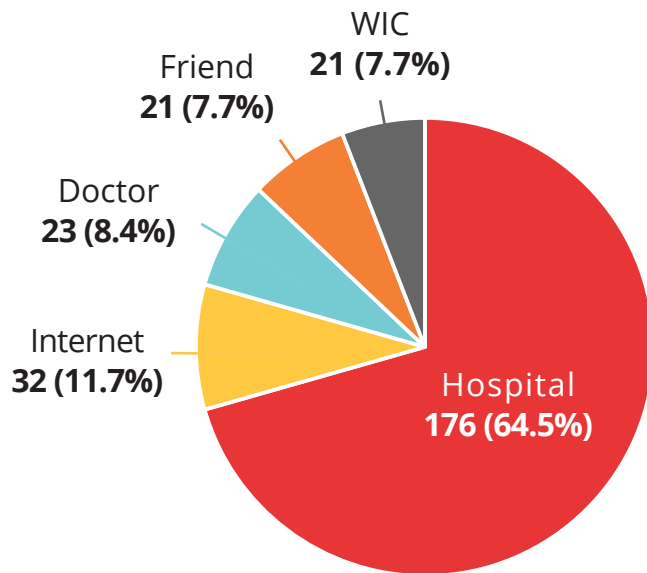
**356 (43.4%)** Weekend calls

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

## Demographics

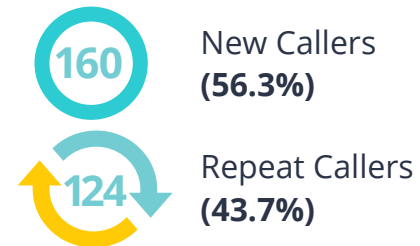
Out of **1,458** calls, the Tennessee Breastfeeding Hotline received **290** questionnaire responses, the data from which are reflected below.

### Referral Source (N=273)



\*Declined to Answer (n=17)

### Call Frequency (N=284)



\*Declined to Answer (n=6)

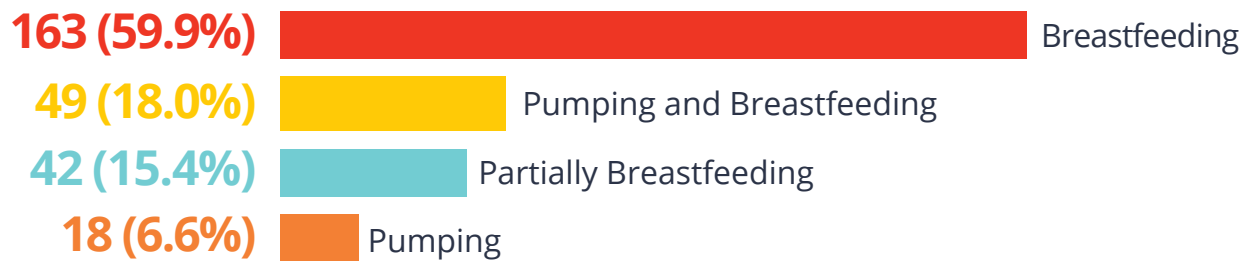
### WIC Participation (N=271)



**2 of 10** callers Participated in WIC (**18.1%**)

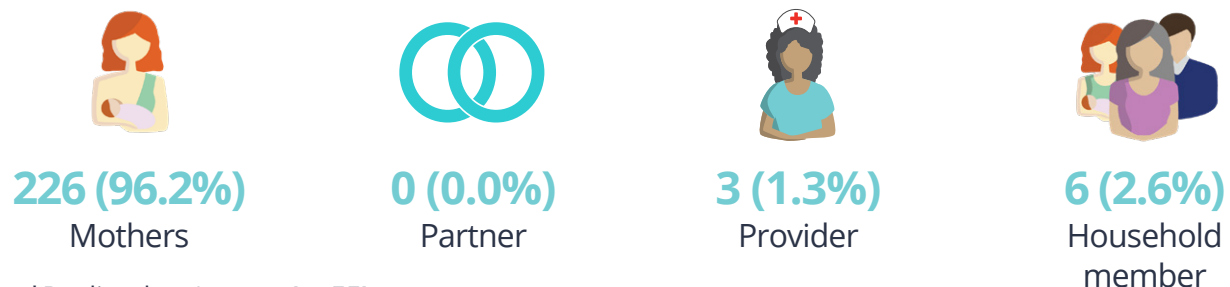
\*Declined to Answer (n=19)

### Breastfeeding Status (N=272)



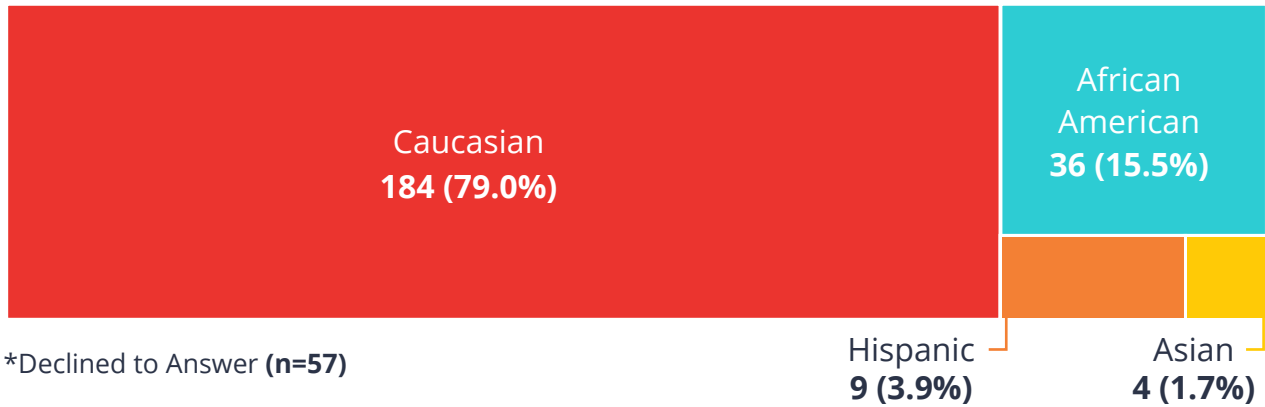
\*Declined to Answer (n=18)

### Caller's Relationship (N=235)



\*Declined to Answer (n=55)

### Caller's Race and Ethnicity (N=233)



\*Declined to Answer (n=57)

### Age Distributions



\*Declined to Answer (n=28)



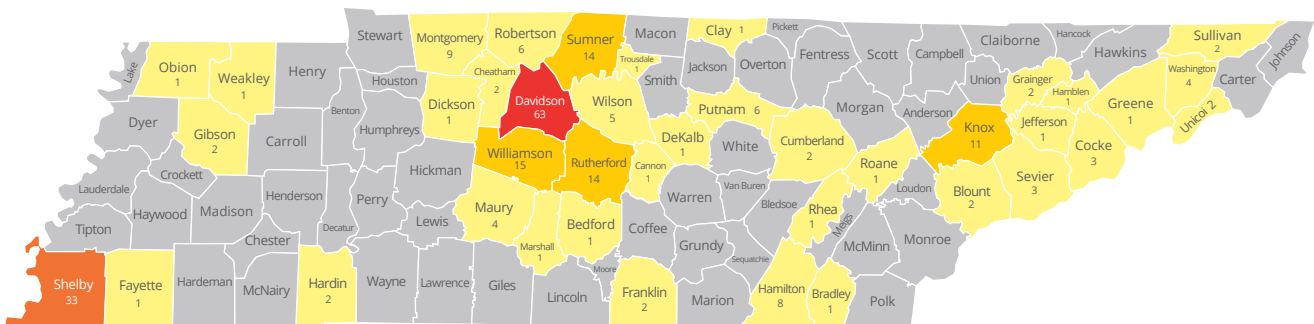
\*Declined to Answer (n=78)



\*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



\*Declined to Answer (n=31)

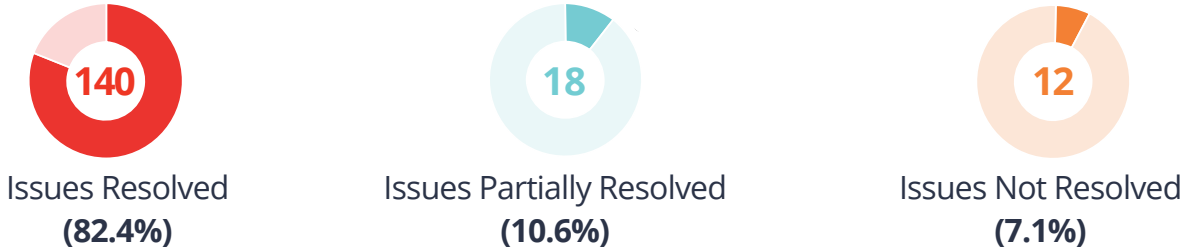
\*Entry error (n=5)



# Quality Improvement Survey Results

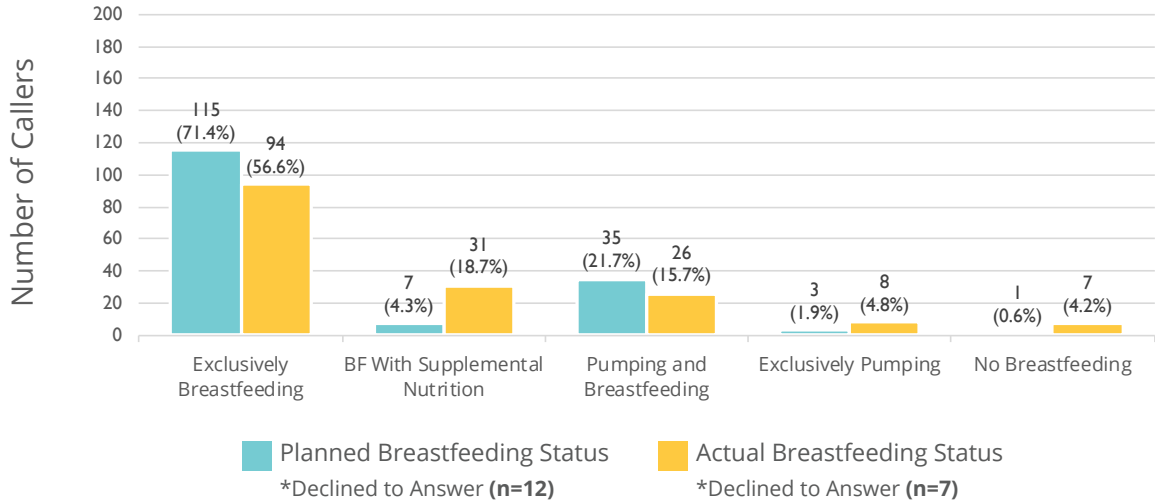
The follow-up survey calls were conducted by phone with up to three attempts to reach each caller. Of **1,236** survey calls placed, the TBH received **173** survey responses.

## Issue Resolution (N=170)



\*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.



\*Declined to Answer (n=14)