



Tennessee Breastfeeding Hotline

July - September 2019 Quarterly Report



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Submitted to:

State of Tennessee, Department of Health

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Executive Summary

July - September 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 July through September 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.

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

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: July - September 2019



1,357
Total Calls



65

Voicemails/Call Backs
(4.8%)



12.1 minutes
Average call back time

96.9% Calls returned in
<60 min (**63 out of 65**)



8.9 min
Average daytime
call duration



8.2 min
Average nighttime
call duration



47

Abandoned Calls
(3.5%)



1,245
Direct Answers
(91.7%)

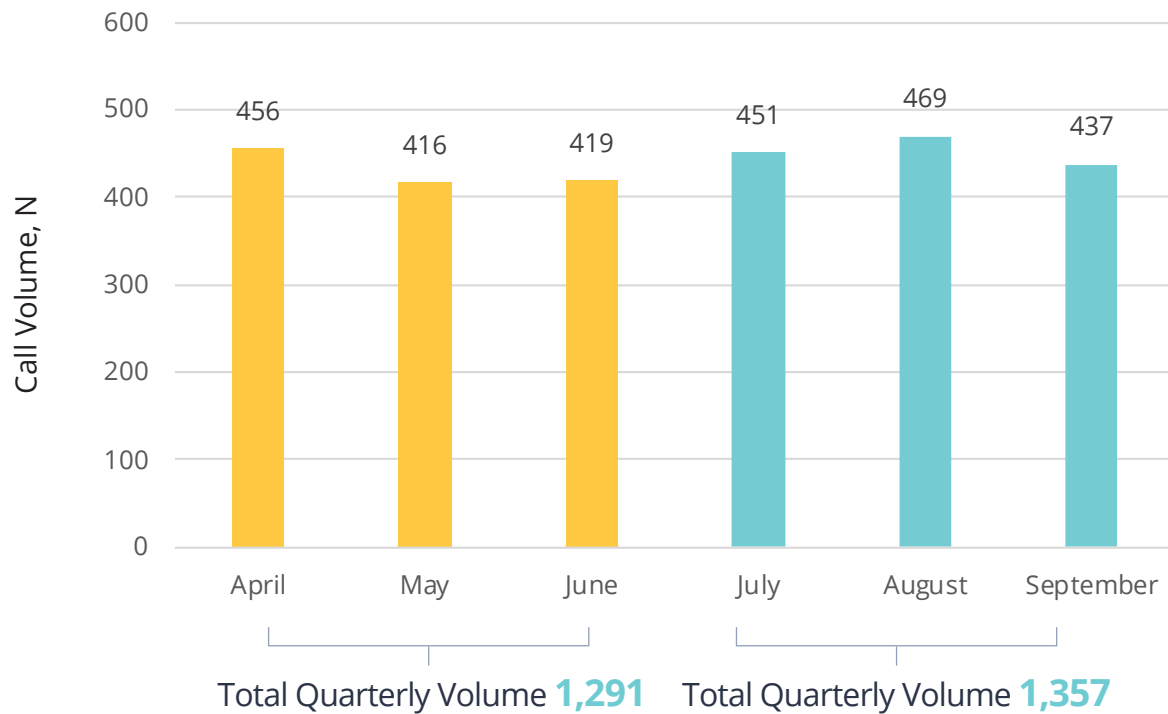


34 seconds
Average direct
answer time

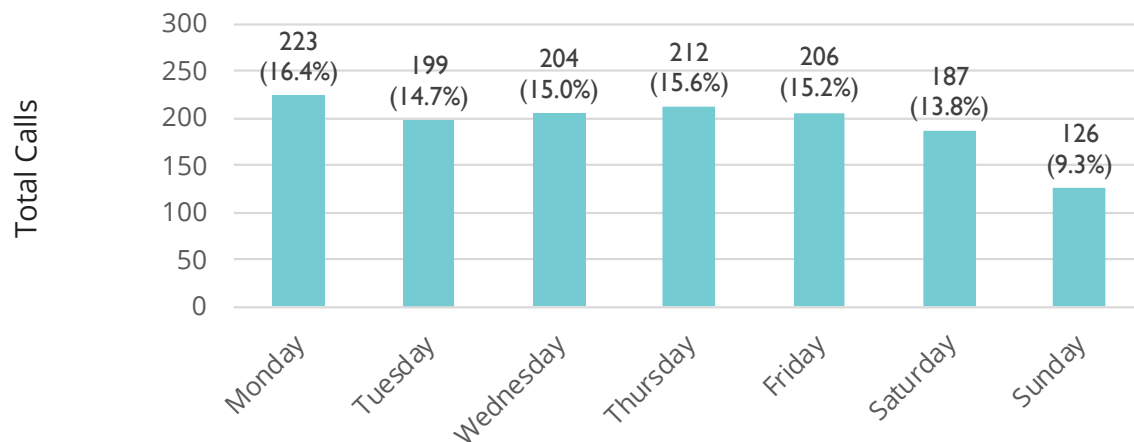


The four most common
topics of calls were:
**Milk Supply, Medication,
Pumping, Latch/Position**

Call Volume Trend, Previous Quarter Compared to Current Quarter



Call Volume, by Day of Week (N=1,357)



Call volume was highest on **Mondays (16.4%)** and lowest on **Sundays (9.3%)**

794 (58.5%) of calls were made outside of normal business hours

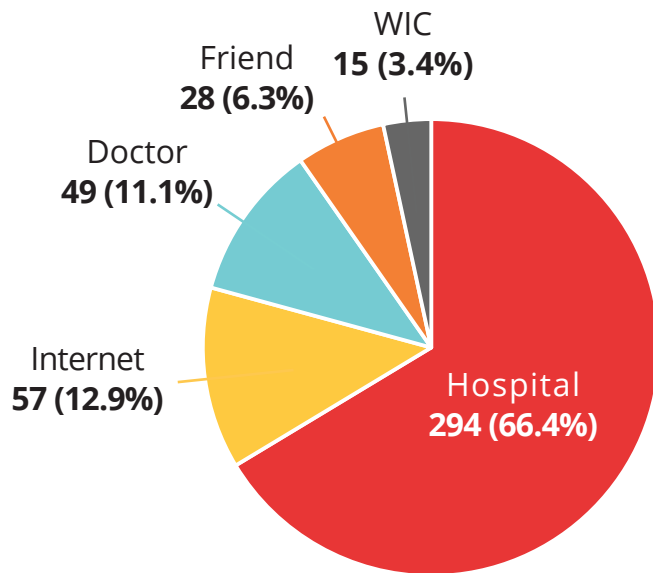
313 (39.4%) Weekend calls

481 (60.6%) After hours calls (before 8am & after 5pm)

Demographics

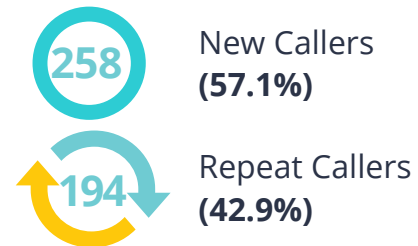
Out of **1,357** calls, the Tennessee Breastfeeding Hotline received **452** questionnaire responses, the data from which are reflected below.

Referral Source (N=443)



Note: Total may not equal 100% due to rounding
 *Other Referral Source or Declined to Answer (n=9)

Call Frequency (N=452)



*Declined to Answer (n=0)

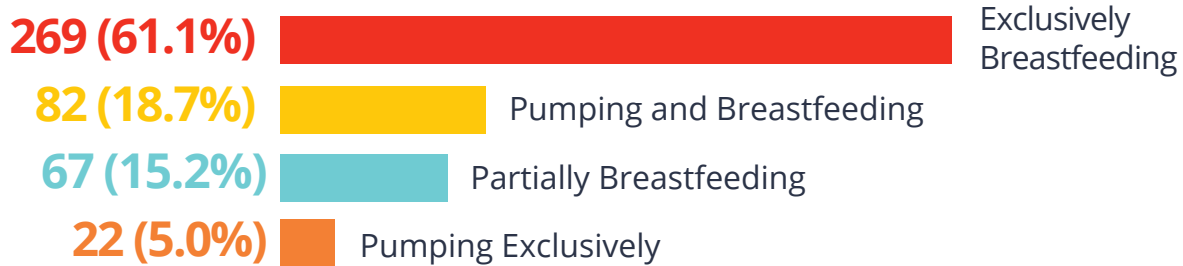
WIC Participation (N=438)



1.4 of 10 callers
 Participated in WIC (14.4%)

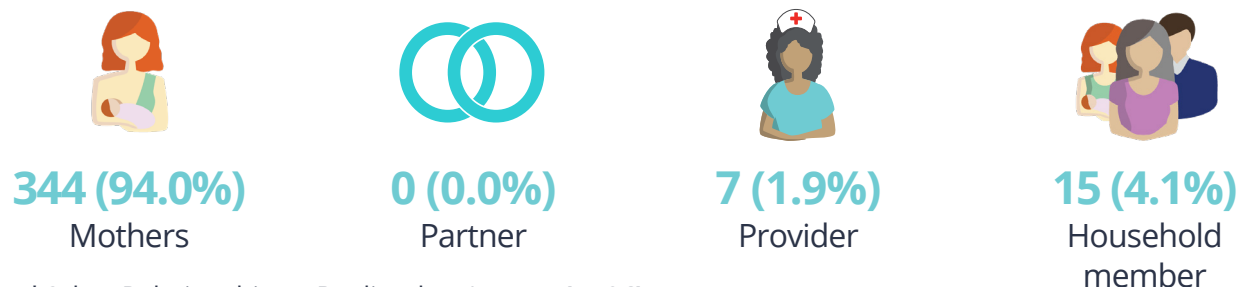
*Declined to Answer (n=14)

Breastfeeding Status (N=440)



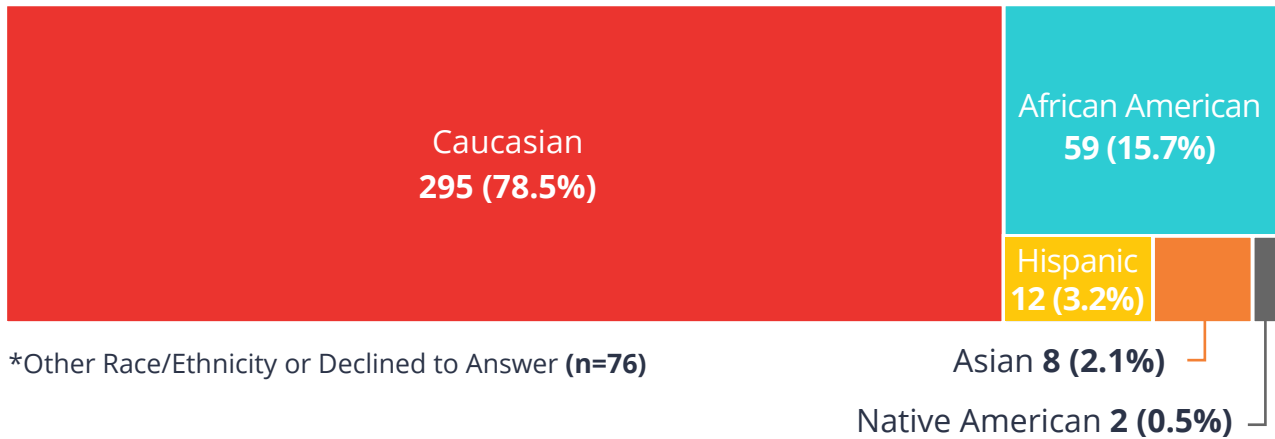
*Declined to Answer (n=12)

Caller's Relationship (N=366)



*Other Relationship or Declined to Answer (n=86)

Caller's Race and Ethnicity (N=376)



Age Distributions



30.2 years
Average age of caller

*Unknown or Declined to Answer (n=49)



13.8 weeks
Average age of baby

*Unknown or Declined to Answer (n=106)

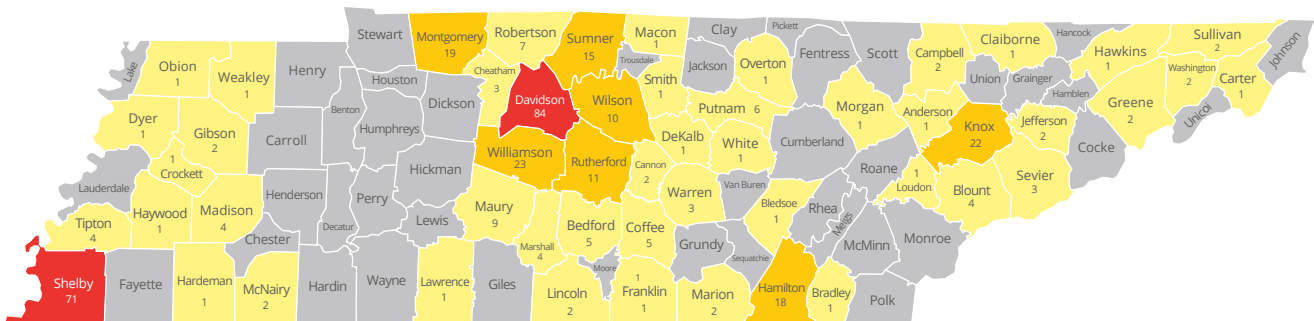


38.7 weeks
Average gestational age of baby at birth

*Unknown or Declined to Answer (n=166)
*Entry Error (n=10)

Call Distribution by County (N=371)

Of the **452** questionnaire responses, the Tennessee Breastfeeding Hotline received **371** responses to this question. Of the **371** responses, **339 (91.4%)** were from Tennessee residents while **32 (8.6%)** were from out-of-state. County distribution of Tennessee calls is depicted below. The highest call volumes were from Shelby and Davidson Counties.



Number of Calls



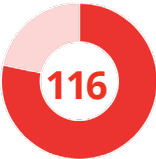
*Unknown or Declined to Answer (n=45)

*Error Entry (n=4)

Quality Improvement Survey Results

The follow-up survey calls were conducted by phone with up to three attempts to reach each caller. Of **1,165** survey calls placed, the TBH received **148 (12.7%)** survey responses.

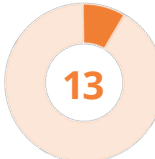
Issue Resolution (N=148)



Issues Resolved
(78.4%)



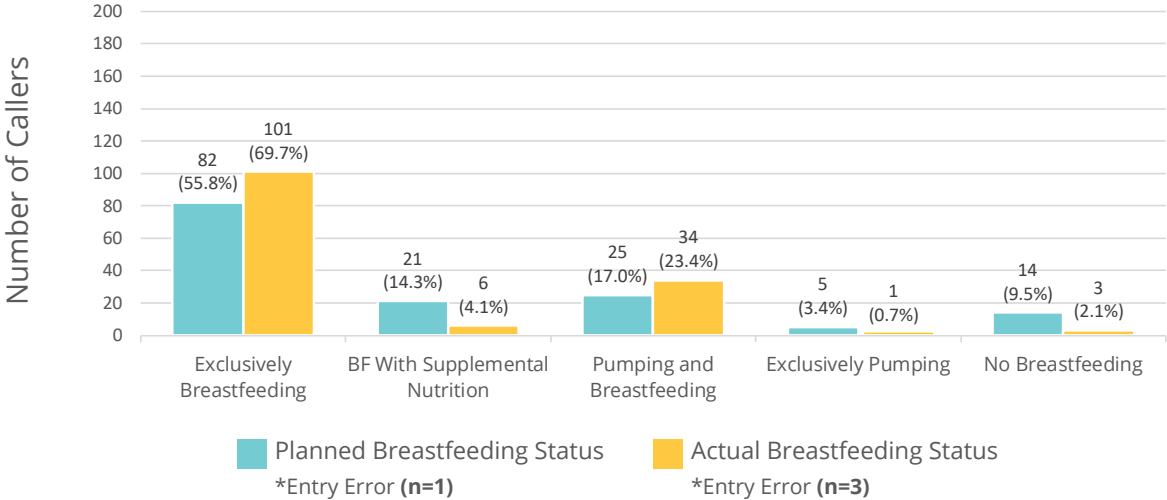
Issues Partially Resolved
(12.8%)



Issues Not Resolved
(8.8%)

*Entry Error (n=0)

Planned (N=147) and Actual (N=145) Breastfeeding Status



Hotline Experience Rating (N=141)

Callers were asked to rate their experience on the Tennessee Breastfeeding Hotline on a scale from 1 (Poor) to 5 (Outstanding). Out of **141** responses, the average star rating was **4.5** out of 5 stars, with **103 (73.1%)** rating their experience as outstanding.



6 (4.3%)
1 Star Rating



3 (2.1%)
2 Star Rating



4 (2.8%)
3 Star Rating



25 (17.7%)
4 Star Rating



103 (73.1%)
5 Star Rating

*Entry Error (n=7)