

ABSTRACT: 2019 Faculty Launch Faculty Leadership Impact Project

Project Title: Standardizing Prenatal Infant Feeding Education in the Drexel OBGYN Practices

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Collaborators and Mentors: Michelle Berardi RN

Topic Category (choose 1): Administration Clinical Education Faculty Development Research

Background, Significance of project: Breastfeeding education during the prenatal period has been shown to increase patient likelihood of initiating and maintaining breastfeeding. As of now, our breastfeeding counseling is very provider dependent and not well documented in the EMR. Hahnemann Hospital is also the only non “Baby-Friendly” Designated Hospital in Philadelphia, and we have an ultimate goal of achieving that designation and making the city of Philadelphia entirely “Baby-Friendly.”

Purpose/Objectives: The goal is to create a standardized teaching tool to be placed in all Drexel OBGYN offices and, eventually, translated to multiple languages and be used in the Philadelphia Health Centers where our CNM colleagues also see prenatal patients. Different teaching points will be identified to be reviewed at varying gestational ages throughout pregnancy and documentation will be simplified through use of “dot phrases” in the EMR. The teaching points will cover required teaching for both the Keystone 10 Initiative as well as the Baby-Friendly Initiative.

Methods/Approach/Evaluation strategy: Working with our Hahnemann Lactation Team (including lactation consultants, Labor and Delivery Nurses, Postpartum Nurses, NICU nurses, as well as OBGYN and NICU attending physicians and Certified Nurse Midwives), we have established the required teaching points and have put together a user-friendly booklet for use in the offices. Data about our breastfeeding initiation as well as exclusive breastfeeding rates upon hospital discharge are currently collected and will continue to be collected after initiation of this teaching tool. This will allow us to monitor impact of prenatal teaching on breastfeeding initiation and continuation in our patient population.

Outcomes/Results: The result of this project is a laminated teaching tool that is currently in its final stages of completion.

Discussion/Conclusion with Statement of Impact/Potential Impact: The WHO recommends exclusive breastfeeding through 6 months of age, with continued breastfeeding up to two years of age or beyond. Breastfeeding provides many well-studied benefits to both mother and infant. Our patient population at HUH often come from low socioeconomic groups and may lack breast feeding role models in their families and communities. This makes our jobs as providers even more important in this arena, providing accurate information and dispelling myths in order to encourage breastfeeding.