Improving Exclusive Breastfeeding Rates in the Post-Partum Population

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Goal Statement: To steadily improve the exclusive breastfeeding rate, with ultimate goal to outperform the TJC benchmark of 52% in the post-partum population.

**PLAN**
- WKBH OB dept. had been unable to reach or outperform exclusive breastfeeding TJC benchmark rate, but more importantly had not been able to show a sustained increase in rate.

Unit based Practice Council brainstormed plans for improvement:
- Implement “Breastfeeding star of the month” and “Breastfeeding star of the year” as rewards/incentives for staff
- Create and distribute recognition certificates for exclusively breastfeeding moms
- Re-establish breastfeeding committee
- Plan breastfeeding in-services for nurses
- Provide breastfeeding class for staff
- Seek leadership approval for 2-hour breastfeeding rounds by staff above and beyond regularly scheduled shifts

**DO**
- OB UBPC identified opportunity to work on improving exclusive breastfeeding rate
- Recognition program for nurses whose patients are exclusively breastfeeding upon discharge
- Recognition certificates for moms who are exclusively breastfeeding
- Plan to re-launch breastfeeding committee
- Plan for breastfeeding in-services for nurses
- Breastfeeding class for staff
- Approval for 2-hour breastfeeding rounds by staff

**ACT**
- Breastfeeding star of month/quarter/year certificates for staff
- Winner of the year will get one major holiday of choice.

**CHECK**
- Launch of breastfeeding committee
- Breastfeeding class for staff
- Approval for 2-hour breastfeeding rounds by staff
- WKBH OB dept. had been unable to reach or outperform exclusive breastfeeding TJC benchmark rate, but more importantly had not been able to show a sustained increase in rate.

Desired improvement achieved
- Continue breastfeeding rounds
- Continue star reward program for staff
- Continue exclusive breastfeeding certificates at 24 hours and at discharge for patients
- Continue to monitor exclusive breastfeeding rates