Advocacy and Collaboration for New Evidence-based Initiative Improves Breastfeeding Rate

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Background/Significance

- The Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN) position on breastfeeding (BF) is that it not only provides critical components for well-being of newborns, but that having a resource like a lactation consultant (LC) should be made available.
- In 2021, one South Florida’s obstetrical (OB) unit struggled with monthly exclusive BF (EBF) scores as low as 12%.
- Two clinical nurses sought to implement an evidence-based supported lactation consultant role to help improve EBF scores.

Project Goal/Objectives

- Improve exclusive breastfeeding scores
- Provide support to patients wanting to breastfeed

Methods

Between Fall of 2021 and Summer of 2022, two OB nurses collaborated with OB and organization senior nursing leadership to communicate consistently low EBF rate data and provide evidence-based support for and advocate for a LC

A CNO position justification was approved for FY2023

LC position posted in September 2023

Position filled in December 2022

LC started in February 2023

Discussion/Conclusion

- In a structurally empowered organization led by transformational leaders who empower nurses to demonstrate exemplary professional practice, clinical nurses, supported by evidence-based practices, can collaborate with senior nurse leaders to successfully advocate for initiatives to improve patient outcomes.

Implications/Outcomes

- Pre-intervention monthly average EBF rate was 19.6%. Post intervention it improved to 36.7%, representing an increase of 87.3%.

References
