

Prenatal Breastfeeding Education: A Quality Improvement Project

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PRESENTER DISCLOSURE

Lauren Eastman

Relationships with financial sponsors:

 Any direct financial relationships, including receipt of honoraria:

Assistant Professor, University of Alberta

Member, CFPC Exam Committee

Content Expert, Alberta Health Services Breastfeeding Continuing Medical Education

Planning Committee



DISCLOSURE OF FINANCIAL SUPPORT



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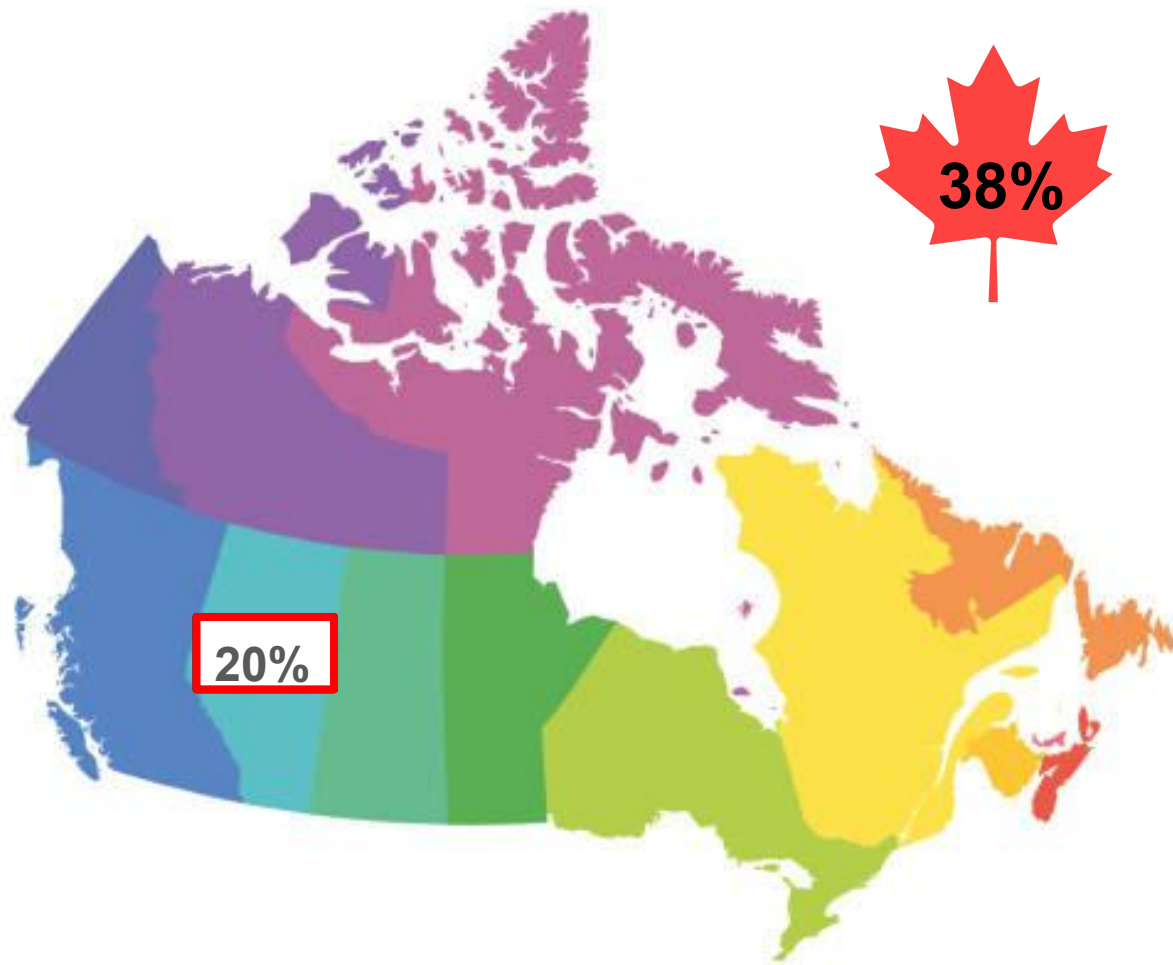


Learning Objectives

At the conclusion of this activity, participants will be able to

1. Compare Canadian breastfeeding rates to infant feeding guidelines
2. Describe the impact of prenatal breastfeeding education on breastfeeding rates
3. Apply a community-based quality improvement strategy to increase rates of breastfeeding

Exclusive Breastfeeding Rates (6 months)^{1, 2}



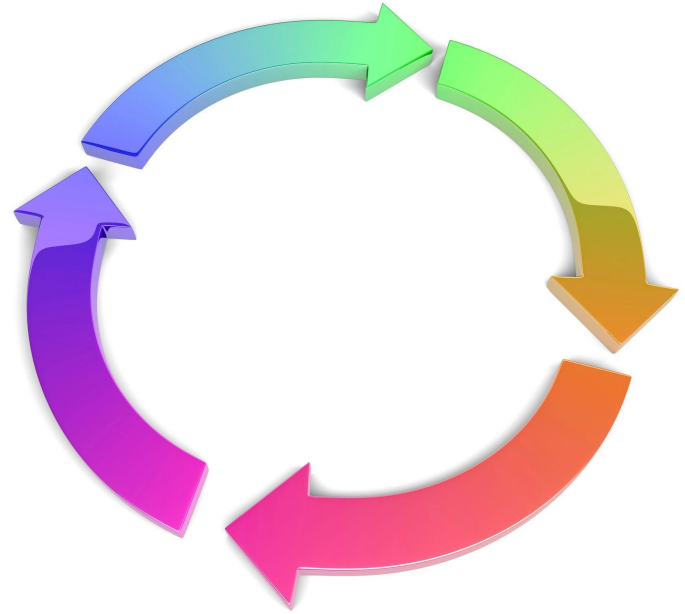
Why should we care?

- Significant short and long term health benefits for lactating parent and infant ^{3, 4, 5, 6}
- Family physicians are a frequent point of contact for families and have a unique set of skills to advise on breastfeeding
 - Prenatal, intrapartum and postpartum care
 - Maternal and pediatric care




This project was part of a multi-year quality improvement project (2022-2025)

- Baseline data was obtained on breastfeeding rates at first and second postpartum visits[†]
- Cycle #1 focused on introducing antenatal colostrum expression (ACE) to families[†]
- **Cycle #2- prenatal breastfeeding education** (aka. Education Cycle)



[†] by retrospective chart review

- 
- Prenatal education on breastfeeding is established best practice.
 - Recommended by multiple organizations, including the WHO and Health Canada ^{7, 8}
 - Lactation Consultants (IBCLC®) is the longest-standing credential in breastfeeding & lactation support, est. 1985 ⁹
 - *Confidence* in breastfeeding is important. ^{10, 11, 12, 13}
 - Association with higher rates of exclusivity, longer durations of breastfeeding and improved coping with breastfeeding challenges

FREE CLASS

Feeding Your Baby



Making Milk,
Pumping



Latching &
Positioning



Bottle
Feeding

WHAT?

2.5 Hour class taught by an
Experienced Infant Feeding Specialist

WHEN?

Once per month, daytime class only
Dates & Times available through QR Code

WHERE?

O'Day-Plur PCN
180, 11810 111 Avenue NW
Edmonton, AB T6G 0E5
*Free Street Parking & Paid Lot Parking

Sign Up & Information



Purpose:
Increase breastfeeding rates in a
community family medicine
obstetrics (FMOB) practice by
providing prenatal education on
infant feeding

Methods



Inclusion Criteria:

Third trimester of pregnancy, FMOB practice

Free group prenatal feeding class
(May-December 2024)

Delivered by IBCLC

3 REDCap surveys completed:

Immediately after class

2 weeks after EDD

6 weeks after EDD

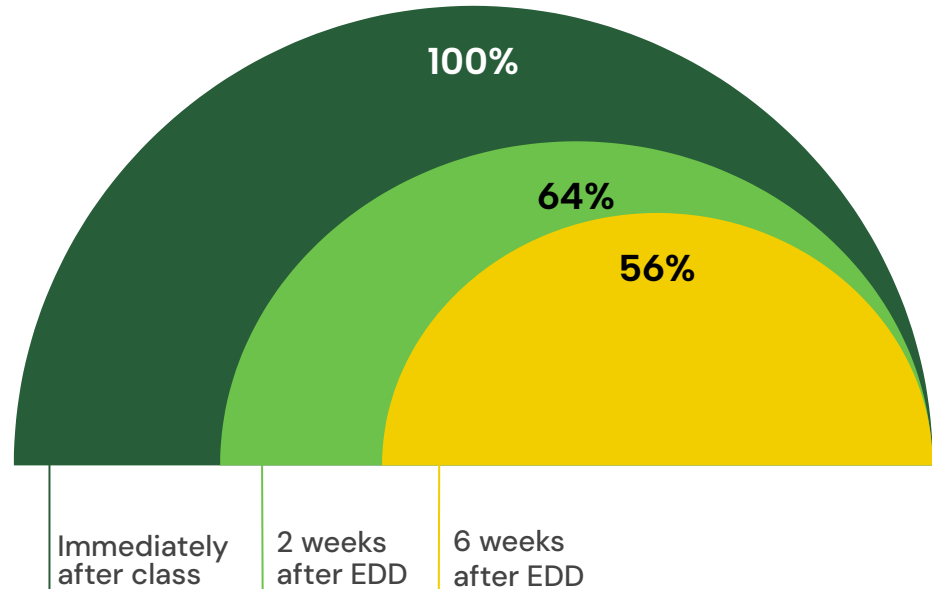
**QI project; University of Alberta REB exempt*

Results

- 46 patients attended the class, 36 met inclusion criteria
 - Average age at 2 week survey- 19 days
 - Average age at 6 week survey- 42 days

Survey Completion

% of participants who completed their surveys



Results – Confidence

Median Confidence

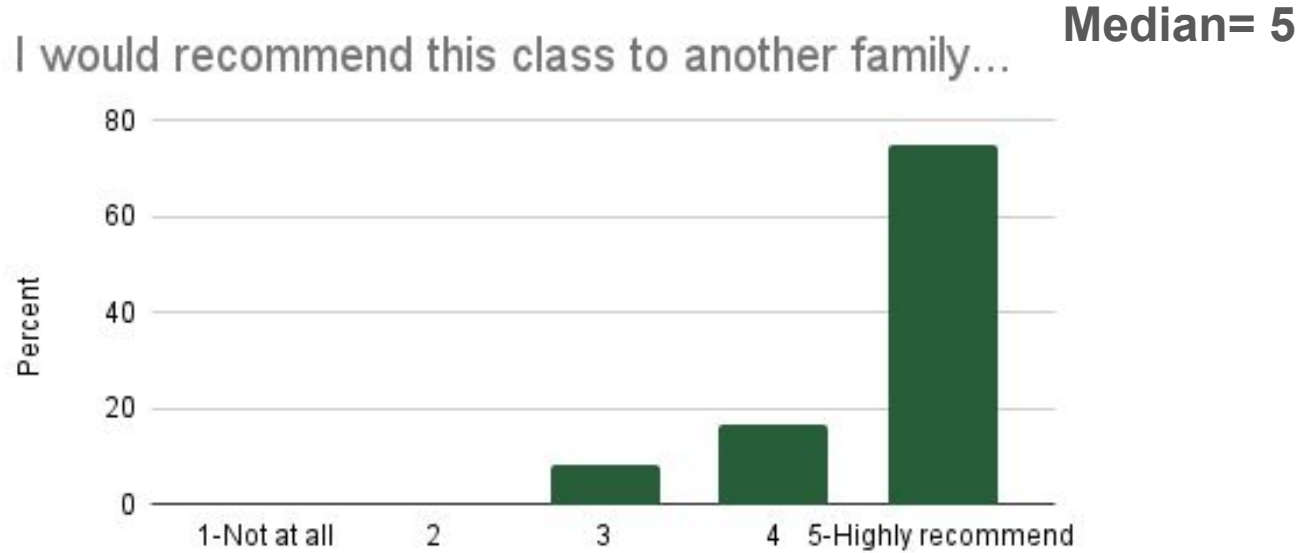
Before class= 2

After Class= 4

My confidence in feeding my infant is...



Results-Parent Satisfaction



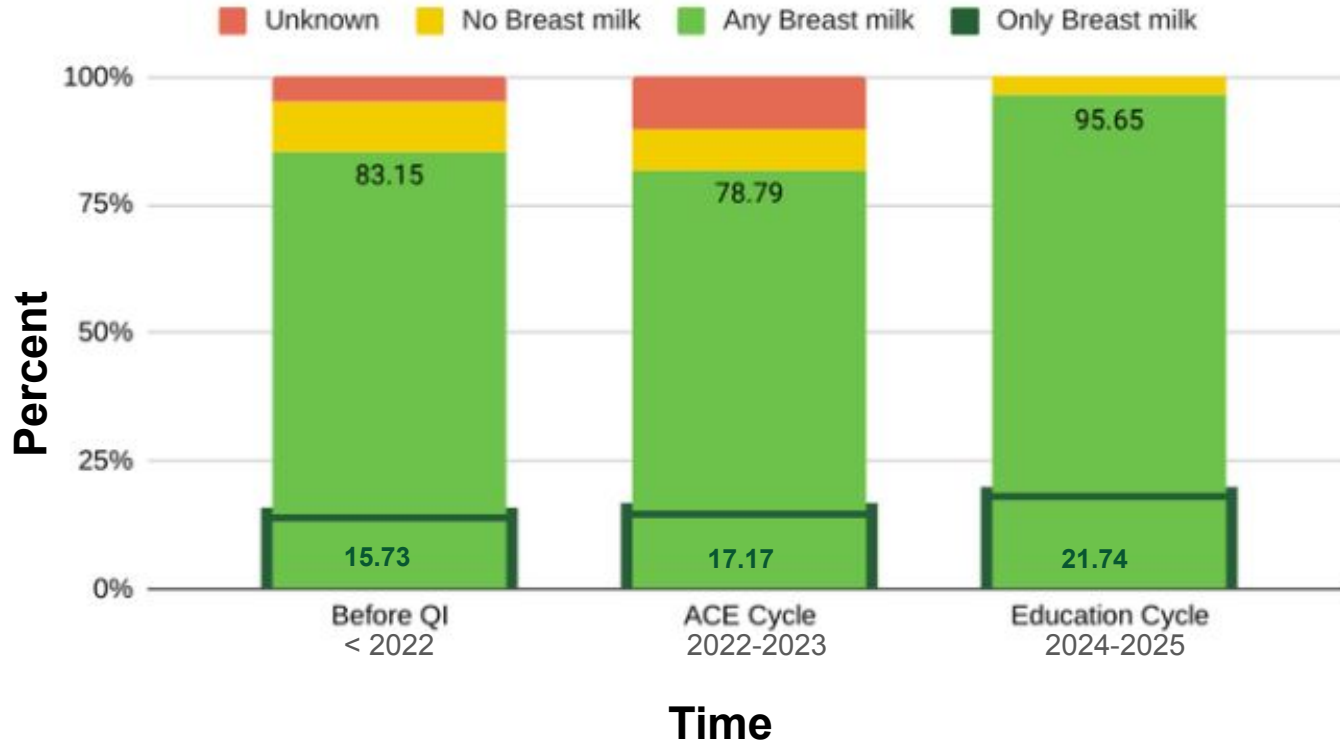
Results – Feeding Methods

Intended & Actual Feeding Methods



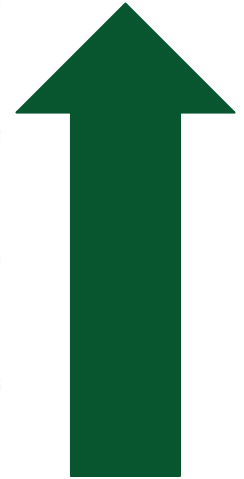
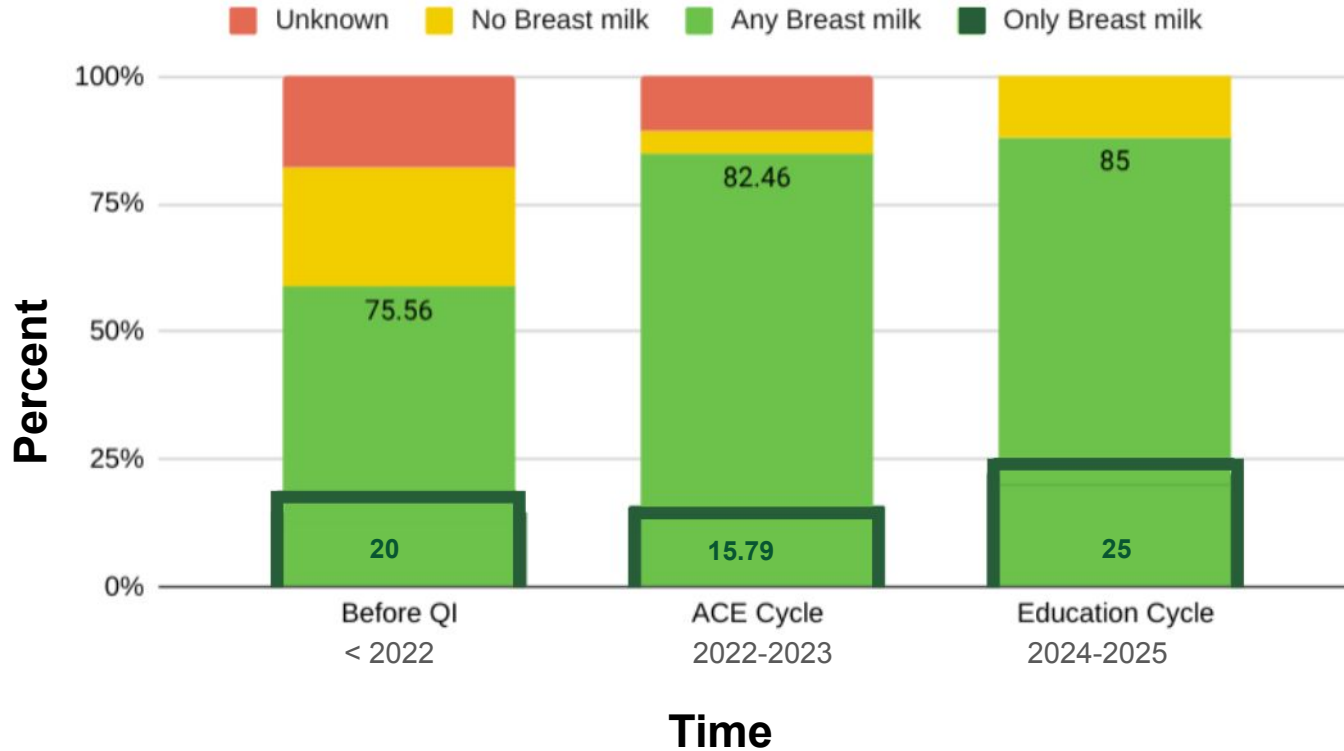
Results – Feeding Methods (2022-2025)

Feeding Method ~ 2 Weeks Postpartum



Results – Feeding Methods (2022-2025)

Feeding Method ~ 6 Weeks Postpartum

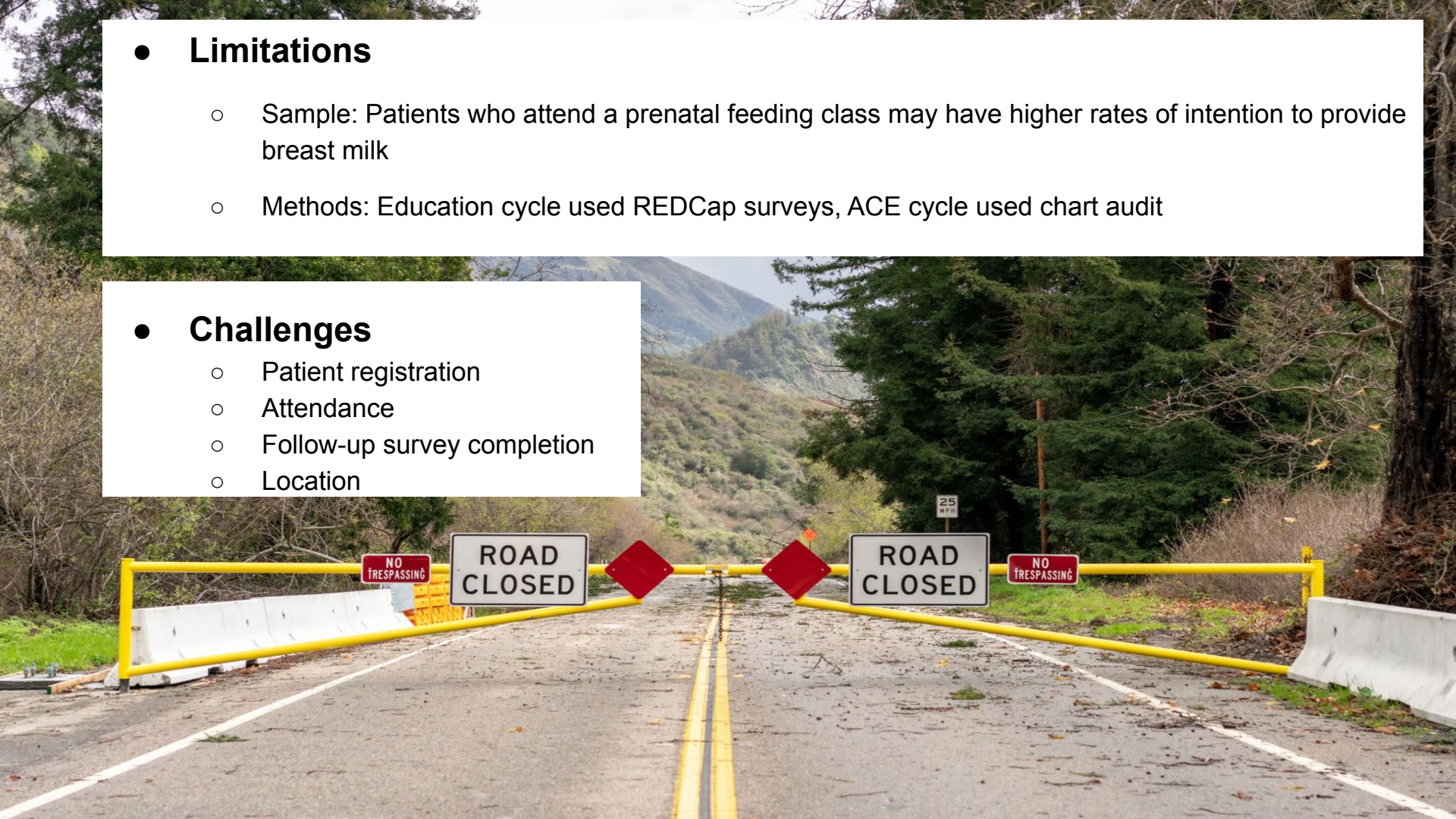


- **Limitations**

- Sample: Patients who attend a prenatal feeding class may have higher rates of intention to provide breast milk
- Methods: Education cycle used REDCap surveys, ACE cycle used chart audit

- **Challenges**

- Patient registration
- Attendance
- Follow-up survey completion
- Location





Conclusions & Future Directions

- Patients who attended a group prenatal feeding class ***increased their confidence*** in feeding their infant
- Compared to baseline data in an FMOB practice, families were providing ***higher rates of exclusive or any breast milk*** after attending a prenatal feeding class
- There ***remained a large decrease*** in providing any breast milk between the first and second postpartum visit
- Future projects may focus on sustaining high rates of providing breast milk



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docs
maternity care by
family doctors

PrimaryCare
Network
EDMONTON O-DAY'MIN

Drs. Yvonne Efegoma, Taryn Wicijowski, Agnieszka Zurek, Ashton Cox

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