

## Background/Problem

Breastfeeding is one of the most highly effective preventive measures a mother can take to protect the well-being of her infant and herself. **Breastfeeding plays a critical role in an infant’s health and well-being during a critical and vulnerable developmental stage.** Great strides have been made in training home visitors in lactation and infant feeding practices, yet there is more to be done to improve intention, initiation, duration, and exclusivity of breastfeeding among enrolled families.vi

A review of baseline data provided by home visiting programs in Minnesota indicated that:

- Almost 90% of women initiated breastfeeding, but only **42%** infants were still receiving human milk at six months of age.
- Breastfeeding initiation and duration rates were significantly lower for **infants of color**.
- Only **72.3%** of home visitors had lactation training.

## Measures

- % of home visitors who are trained in lactation support
- % of women with a need for BF support identified this month using the Breastfeeding Self-Efficacy Scale (BSES) who received peer or professional support
- % of pregnant women with a co-developed infant feeding plan written prior to delivery
- % of infants who are exclusively receiving human milk
- % of infants who are receiving any amount of human milk

## Aim/Goal

**Increase by 10% or more the percent of infants receiving any amount of human milk at 6 months of age by February 29, 2020.**

**Increase the intention, initiation, duration, and exclusivity of infants receiving breastmilk.**

## Changes Tested

From February 2019 through February 2020, **29** teams comprised of **145** local public health professionals tested over **50** changes to improve family engagement in home visiting programs. The most impactful changes are listed below:

- Partnering with **WIC services**
- **Developing relationships** with local hospitals, birth centers, obstetricians, and midwives
- Visiting new mothers at home **within 7-10 days** of birth
- Staff completing **advanced lactation training** in person
- Completing basic lactation training **online**
- Participating in or starting a local or regional **Breastfeeding Coalition**
- Developing a **protocol** for connecting families with community breastfeeding supports
- Implementing **new policies for initial and ongoing training** for home visitors on infant feeding practices

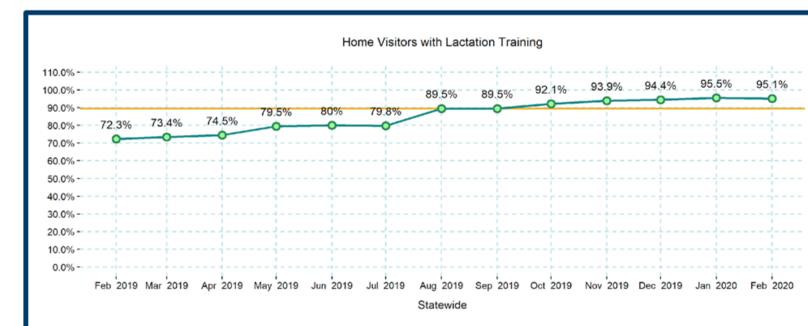
## Results

SMART Aim Baseline: 42% of infants receiving any amount of human milk at 6 months of age.

**SMART Aim Result: 48% of infants receiving any amount of human milk at 6 months of age.**

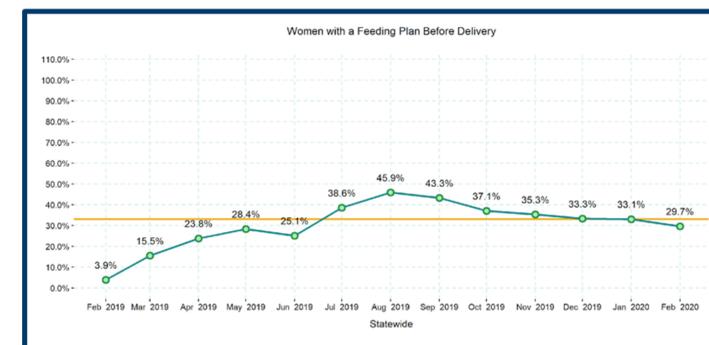
Baseline: 72.3% of home visitors with advanced lactation training

**Result: 95.1% of home visitors with advanced lactation training**



Baseline: 3.9% of women with a written infant feeding plan before delivery

**Result: 29.7% of women with a written infant feeding plan before delivery**



## Conclusions

**Home visitor training** improves identifying breastfeeding support needs. **Partnerships with hospitals** and **written feeding plans** support initiation. **Continued conversations about barriers** improve breastfeeding duration, especially when mothers return to work or school.