QI Initiative to Address Inequities in Breastfeeding Initiation Rates in the Newborn Nursery: Work in Progress

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How We Started

- Identified key stakeholders, including community partners
- Brainstormed as a group to identify key drivers
- Identified sources of funding to support community partner participation
- Racial and reproductive justice workshop served as the foundation for our work

Global aim: Understand the root causes of breastfeeding disparities in West Philadelphia

Goal: Increase breastfeeding initiation rates for Black patients in the Newborn Nursery from 80% to 85%

Next Steps

- Department-wide trauma-informed care training
- Individualized breastfeeding action plan

Key Areas of Focus

- Learn about the diversity of lived experience and center Black patients
- Critical review of hospital policy implementation to identify racism/bias
- Review of hospital/practice marketing material
- Communication tools: implement a trauma informed care approach

Emerging Themes From Interviews

Pregnancy

Breastfeeding Intention Themes
- Family and friend encouragement and support
- Nonjudgmental guidance from providers
- Personal decision-making (benefits, desire, cost)

Mixed or Formula Intention Themes
- Negative family and friend experiences
- Provider pressure to breastfeed
- Personal decision-making (no desire, misconceptions, work, poor latch)

Labor and Delivery

Nursing/Lactation Support Themes
- Help with latching
- No pressure
- Responsive and informative lactation and nursing staff

Postpartum

Barriers to Continuing Breastfeeding Themes
- Frustration and loneliness
- Return to work
- Feeling of not providing enough for baby
- Lack of provider support
- Pain
- Convenience of formula
- Less pressure with formula

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