

# Improving Breastfeeding Self-Efficacy in Southern Nevada

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#### PHENOMENON OF CONCERN



Improving the health and well-being of infants starts with primary prevention, which begins before the newborn's arrival. Healthy People 2030's objective is to have infants exclusively breastfed (EBF) for the first six months of life, with a **National** target goal of 42.4% (ODPHP, n.d.a.; ODPHP, n.d.b).

Nevada's EBF rates through the first six months of age were reported at 21.7% in 2017, ranking Nevada as the 43<sup>rd</sup> best state in EBF through the six months of age (CDC, 2020).

Also, of note is the EBF rates at discharge at **University Medical Center (UMC)**. Over the last seven quarters, the rates at discharged have declined from 46.1% in the third quarter of 2016 (3Q16) to 18.8% in the third quarter of 2020 (3Q20).

The use of Pender's Health Promotion Model (PHPM) and the theoretical framework of self-efficacy has been proven in the literature to increase breastfeeding self-efficacy to improve EBF rates (Gharai, et al., 2020; Sari & Altay, 2020; Tseng, et al., 2020).

**Primary Objective:** Increase mother's breastfeeding self-efficacy scores over six months.

**Secondary Objective:** Increase the exclusive breastfeeding rates at the local and state level

#### TARGET POPULATION AND SETTING

**Total Participants:** 10 – 13

**Trimester:** No exclusions

**Age Range:** Greater than 20 years of age

**Ethnicity:** No exclusions

**Partner Status:** No exclusions

**Breastfeeding Plan:** Desires to exclusively breastfeed for the first six months

**Setting will be the Healthy Living Institute at UMC in 1st Quarter 2022, Date TBD, pending IRB Approval**



#### THEORY AND FRAMEWORK

##### Pender's Health Promotion Model

- PHPM can lead to successful breastfeeding by providing structure for the healthcare provider in learning about an individual's characteristics, experiences, behavior specific perceptions, and desired behavior outcomes (Sari & Altay, 2020).

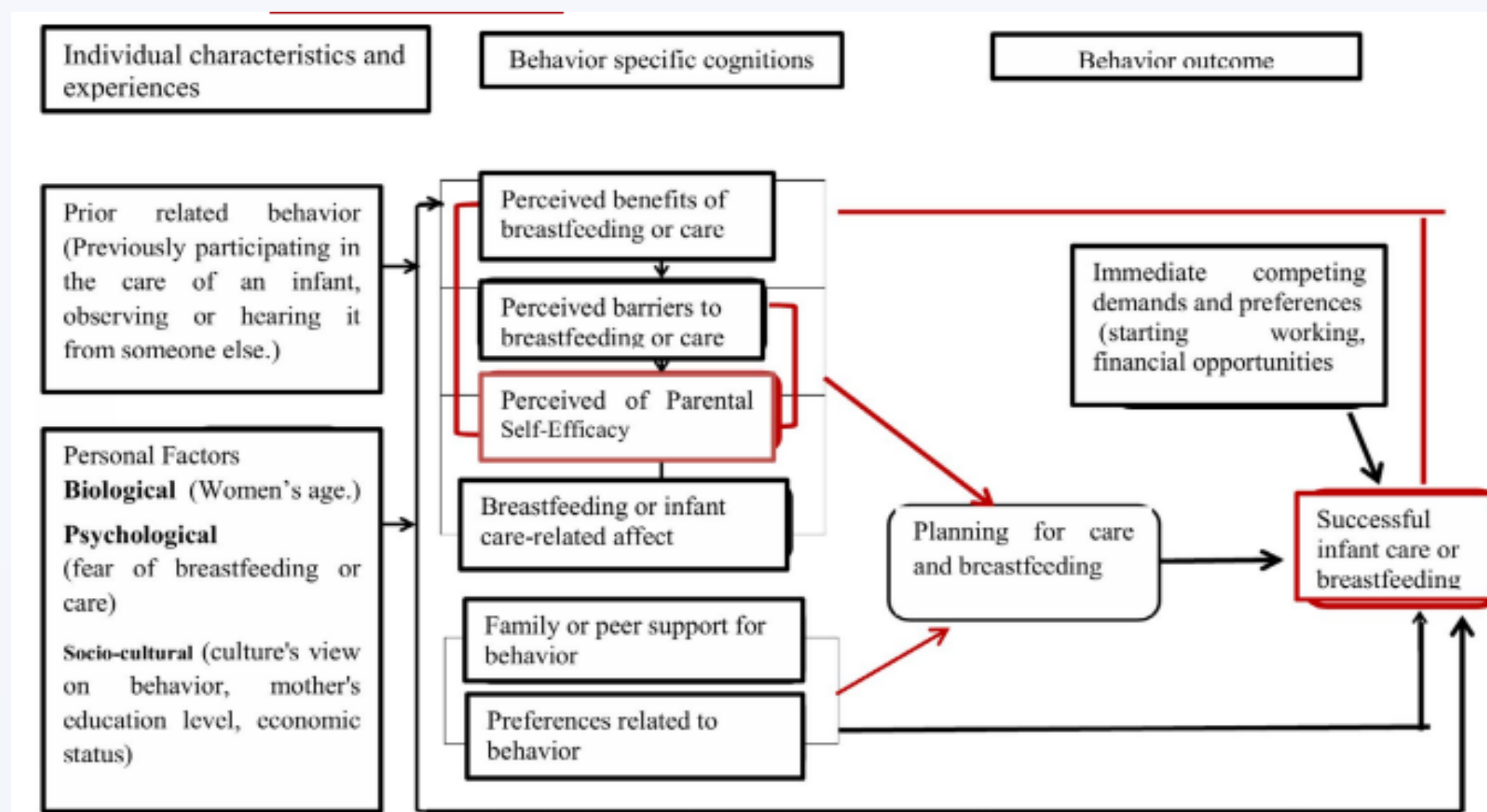
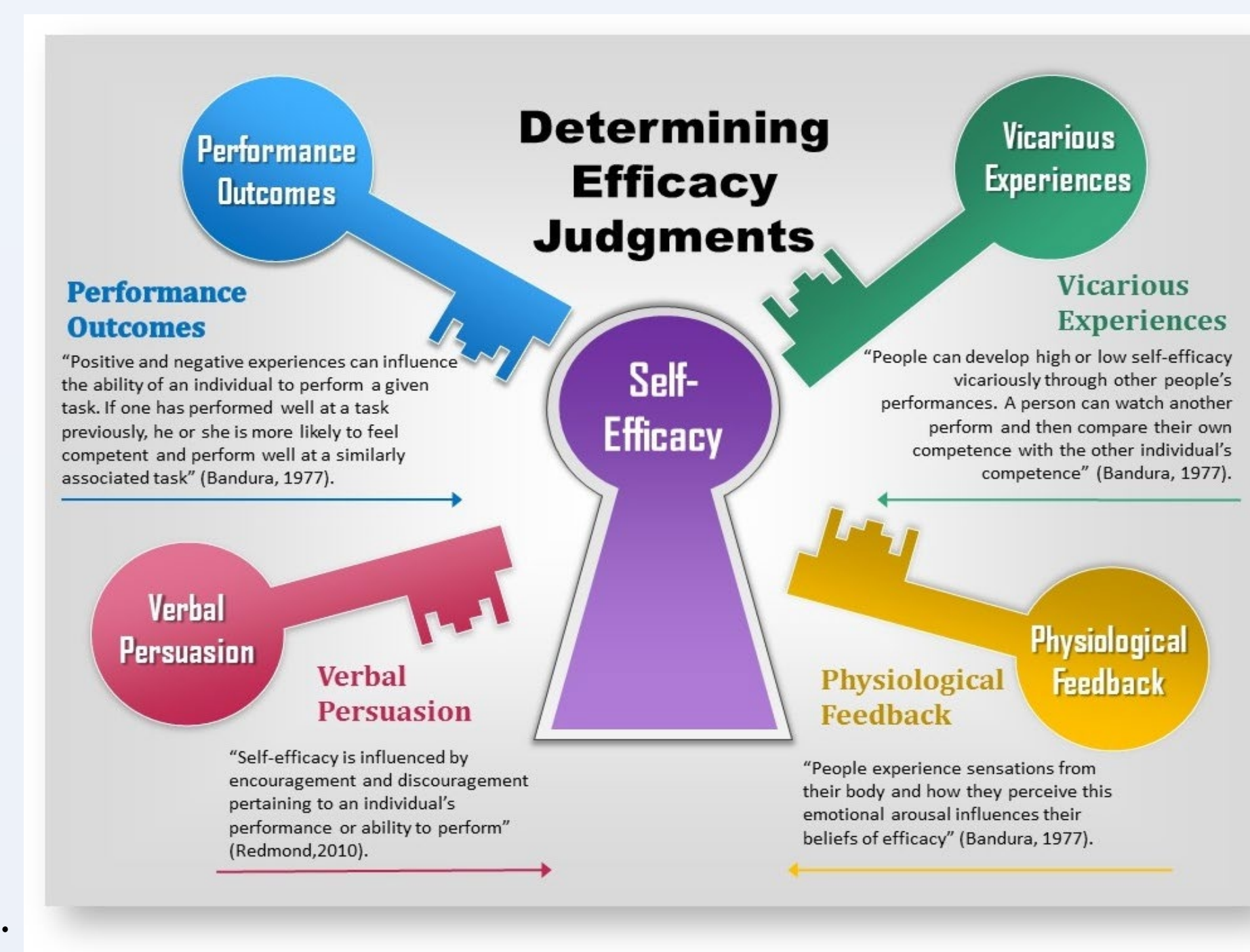


FIGURE 1 Application of Pender's Health Promotion Model to the success of infant care and breastfeeding of primiparous [Color figure can be viewed at wileyonlinelibrary.com]

##### Self Efficacy Theory

- Self-efficacy is a person's own belief in their ability to have control over their own activities and events that touch their lives (Lopez-Garrido, 2020).
- A person's own self-efficacy is developed from four main sources of influence:
  - ✓ Mastery experiences (performance outcomes)
  - ✓ Vicarious experiences (social role models)
  - ✓ Social persuasion (verbal persuasion)
  - ✓ Emotional state (psychological feedback)



Having **high self-efficacy** has been linked to a **healthy lifestyle** (Lopez-Garrido, 2020). Increase the length of time a woman will **exclusively breastfeed** her infant, will reduce the risks of many childhood illnesses (CDC, 2021)

#### LITERATURE REVIEW

##### Study 1: Gharai, et al., 2020

- Single Center, quasi-experimental study
- Primiparous women, their infants and grandmothers
- Intervention**
- Breastfeeding education at 31-34 and 35-37-weeks gestation
- Outcomes**
- 4 weeks postpartum EBF rates were higher with the group with grandmothers (43.8% vs 28.1%)
- 8 weeks postpartum EBF rates were higher with the group with grandmothers (25% vs 18.8%)
- Mean self-efficacy score differed between the groups at hospital discharge (60.15 vs 56.84)
- Mean self-efficacy score differed between the groups at 8 weeks (63.68 vs 60.03)

##### Study 2: Sari & Altay, 2020

- Multicenter, randomized controlled study
- Primiparous women and their infants
- Intervention**
- Intervention group participated in a web-based education program during 32-37 weeks of gestation
- Outcomes**
- 1-week postpartum EBF rates in the intervention group was 80.0%
- 12 weeks postpartum EBF rates in the intervention group was 88.6%
- Mean self-efficacy score differed between the groups at 12 weeks postpartum (79.54 vs 65.58)

##### Study 3: Tseng et al., 2020

- Single Center, single-blind, randomized controlled trial
- First-time mothers with a singleton pregnancy and their support partners
- Intervention**
- Three-week breastfeeding education program delivered once each week at 34-, 35-, and 36-weeks gestation
- Outcomes**
- 4 weeks postpartum EBF rates were higher with the intervention group (50% vs 39%)
- 12 weeks postpartum EBF rates were higher with the intervention group (47% vs 33%)
- Mean self-efficacy score differed between the groups at 1 week postpartum (46.2 vs 39.5)
- Mean self-efficacy score differed between the groups at 12 weeks postpartum (49.0 vs 40.9)

**Limitations:** No studies from the United States; Evaluation intervals differ; Different self-efficacy assessment tools

#### RESEARCH PROPOSAL

- Institutional Review Board (IRB):** Pending
- Researchers:**
  - Heather Spaulding, MSN, RN, RN-BC, CPN, CNS Student– Principal Investigator
  - Amy Runge, M.Ed, BSN, RN, Director HLI
  - Xochitl Kambak, BSN, RN, RNC-OB, CPSTA-I
- Study Design:** A quasi-experimental pilot study consisting of **10 - 13** pregnant women preferably between 12 – 36 weeks gestation and their support partners
- Participants:** Pregnant female 20 years of age or older, all ethnicities will be included
- Intervention:** Participants will enroll in Healthy Living Institute's free breastfeeding program using Injoy's *Understanding Breastfeeding: Your guide to a healthy start* complimentary booklet and web app access
- Evaluation:** Each participant will complete the breastfeeding self-efficacy scale – short form (BSES-SF) before beginning the program and at each interval up to 6 months of age.
- Each participant will receive a follow-up phone call at 1-week, 1-, 3-, 6-month postpartum to assess the status of continued exclusive breastfeeding
- Each participant who signs up to participate in the study will receive a free car seat



#### A CLINICAL NURSE SPECIALIST CAN HELP

- The Clinical Nurse Specialist (**CNS**) is trained in several evidence-based strategies to assist patients in changing and gaining control over their health behaviors (Goudreau, 2021).
- The **CNS** is trained as a mentor for nurses and can assist in promoting professional development (NACNS, 2019) and encourage perinatal nurses to become certified lactation counselors (CLCs).
- The **CNS** is trained to lead and participate in quality improvement initiatives (NACNS, 2019)
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#### REFERENCES

Scan the QR code with your phone's camera and click on the link to review references



<https://docs.google.com/document/d/1BR0CZGSUQm1HC0w1NRDRAKxssGEMF1Z68MTKs/edit#heading=h.4yfr21s7q1>