

Arizona

Title: Nurse Knowledge and Attitudes towards Breastfeeding in Arizona

Partners: Arizona Department of Health Services Bureau of Nutrition and Physical Activity, Arizona Perinatal Trust Hospitals, Donna Winham, DrPH, MCHES School of Nutrition and Health Promotion Arizona State University

Background/Introduction: Although 65% of newborns initiate breastfeeding in Arizona, the breastfeeding rates for duration are not as positive. Only 24% of those infants were reported breastfeeding at 6 months of age and an even lesser amount at 12 months; 14% (CDC, 2011). According to our understanding, there are no studies assessing the knowledge, attitudes and practices of postpartum infant feeding among healthcare staff in Arizona. Additionally, Arizona does not have any hospitals that are BFHI certified. The implementation of the Arizona Baby Steps to Breastfeeding Success program aims to improve health outcomes for mothers and infants, demonstrate a commitment to quality improvement, improve patient satisfaction, and direct the path to attaining the Healthy People 2020 breastfeeding goals in Arizona.

Project Goals: The goals of the project were to establish baseline data of the knowledge, attitudes and maternity care practices of maternity ward staff in Arizona on postpartum infant feeding and explore the knowledge and attitudes of maternity health workers, towards the five steps of the Arizona Baby Steps to Breastfeeding Success program

Methods: An in-person survey was administered prior to Arizona Baby Steps to Breastfeeding Success training

Results: While attitudes towards breastfeeding were generally positive, these findings suggest that maternity ward nurse knowledge should also be assessed to maximize policy implementation related to maternity care practice changes to increase lactation success from birth.

Summary/Discussion: Breastfeeding educational programs can be an avenue to provide nurses with the knowledge needed to effectively support mothers.

Resource:

Center for Disease Control and Prevention (2011). Pediatric and Pregnancy Nutrition Surveillance System: Pediatric Data Tables.
http://www.cdc.gov/pednss/pednss_tables/tables_analysis.htm .