

"Great Expectations" Antenatal breastfeeding education.

E Clarke J Devlin A Wilson NHS D&G



Rationale & Background

The rationale for this project initially came from parental feedback regarding a lack of antenatal preparation for the realities of breastfeeding in the early postnatal days. Following the COVID pandemic there was no face-to-face education for pregnant parents. Dumfries and Galloway has low breastfeeding rates compared to other regions of Scotland. The Scottish Government has aims to reduce breastfeeding attrition at 10-14 days and 6-8 weeks.

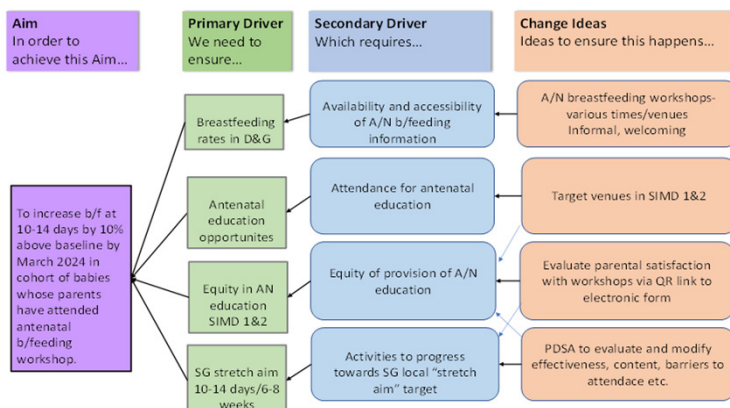
Aim

By March 2024 there will be a 10% increase in any breastfeeding at 10-14 days above the baseline (47.2%) for the babies of mothers who have attended an antenatal breastfeeding workshop facilitated by the NHS D&G Infant Feeding Team. This is in line with the Scottish Government sub stretch aim for 10-14 days and stretch aim to reduce the breastfeeding attrition rate at 6-8 weeks by 10% by 2025.

Identifying the Quality Issues

The baseline data showed that the rate of any breastfeeding at 10-14 days was 47.2%. We identified a theory of change that focused antenatal education could increase breastfeeding rates. We wrote a project charter, both for Scottish Government funding and for the SIFS course that we undertook as a team. From this we developed a driver diagram and identified change ideas, including offering evening sessions. Our measurement plan included qualitative and quantitative data. Run charts for attendance, bar charts for outcomes and evaluations from those who attended.

Developing a Strategy and Change Ideas

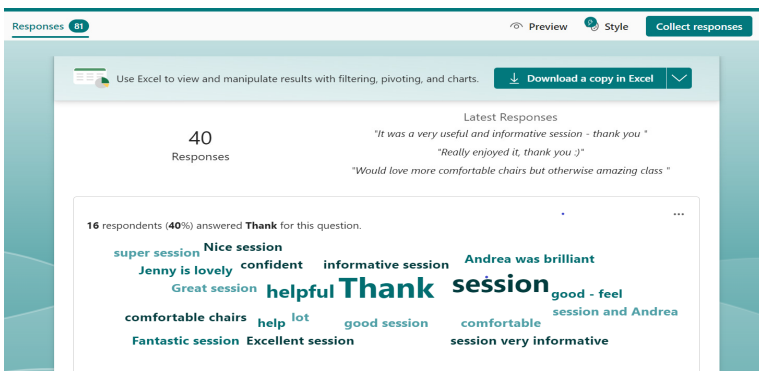


Achievements

There is an increase in breastfeeding in the group who have attended the antenatal breastfeeding workshops. Currently any breastfeeding at 10-14 days in the cohort who have attended the workshops is 71%. Well above the 10% aim.

The workshops have evaluated extremely well by parents:

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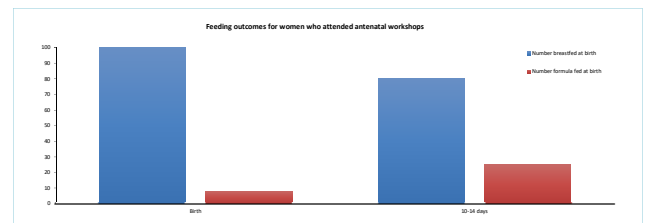
Key Learning

- Antenatal education is well received by parents and significantly increases breastfeeding rates
- Offering a choice of session times and venues increases uptake and attendance
- At certain times of year attendance falls (December/July) and so pausing the programme at these times may be practical
- Some free community venues proved unsuitable
- Personal invitations and "reminders" increases attendance – general flyers and posters have no impact

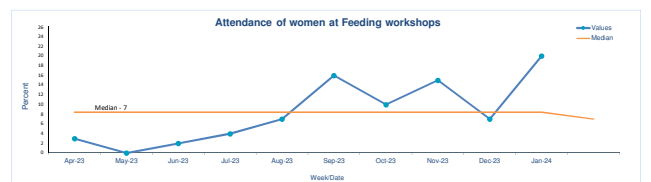
Outcomes and Results

Breastfeeding rates at 10-14 days for the cohort who attended the workshops are considerably higher at 71%, than the baseline and over the 10% increase stated in the original aim (as shown on bar chart).

The run chart for attendance at the workshops shows a gradual increase in numbers. This is our main focus now. We know that the intervention works. Now we need to look at ways of increasing numbers.



112 women attended Antenatal Feeding Workshops. The chart below shows the feeding outcomes at the point of birth and at 10-14 days. As of the last update on the 8th May, 3 women were yet to reach the 10-14 days stage and therefore this data has not been included.



Sustaining the Improvement Gains

- We need to do further work to increase attendance at workshops and understand the barriers to attendance.
- We aim to continue to develop and update our workshops in terms of content and to be responsive to parental feedback.
- We will continue to offer a choice of times and venues for workshops across the Dumfries and Galloway region and we will explore options to increase accessibility.