Background:

During the perinatal period, women have limited time to discuss breastfeeding with a health care professional, either in the hospital or during clinic visits. Many questions arise when breastfeeding is initiated that can be answered quickly and effectively by a breastfeeding expert (consultant). Often times, when postpartum women do not get the support and answers to their questions and perceived difficulties, breastfeeding is discontinued.

In order to address one of the barriers to continued breastfeeding, the Bureau of Nutrition and Physical Activity (BNPA) and the Bureau of Women’s and Children’s and Child Health (BWCH) have partnered to enhance the Arizona Department Health Services (ADHS) Pregnancy and Breastfeeding Hotline to provide 24-hour breastfeeding education/support/information services.

Objective:

To provide 24-hour breastfeeding services to all women who call the ADHS Pregnancy and Breastfeeding Hotline for breastfeeding education/support/information. Providing these services will assist ADHS in achieving its Healthy People 2020 goals of increasing the incidence of breastfeeding to 81.9% of women initiating breastfeeding upon the birth of their babies; increasing the duration of breastfeeding to 60.6% of women for the first 6 months and 34.1% for the first year of their baby’s life; 46.2% exclusively breastfeeding for 3 months and 25.5% for 6 months.

Eligibility:

Anyone that lives in Arizona who has a question about breastfeeding. This includes pregnant women, mothers, fathers, grandparents, friends and/or medical providers.

Personal Information:

For data purposes, the caller will be asked what county they live in, if they participate in WIC and, if so, in which agency, and the age of the infant they are calling about.
Language Accommodation:

If a caller speaks a language not fluently spoken by the breastfeeding consultant, then an interpreter will be added to the call, at no cost, to ensure a thorough understanding by everyone involved.

Breastfeeding Consultants:

Everyone that answers calls has received advanced training in breastfeeding education and support. In addition to their education and experience, operators have a number of different resources at their disposal, including at least one International Board Certified Lactation Consultant (IBCLC). If a caller would like to speak directly to the IBCLC, they would simply ask the breastfeeding consultant.

Types of Questions:

The Hotline receives over 350 calls each month during non-business hours. The six topics most frequently called about are:

- Breastfeeding Technique
- Hand Expression/Breast Pump Usage
- Milk Supply
- Medical Situation/Medication
- Sore Nipples
- Diet

For information about the program, call the Hotline directly or email:

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Contractor Information:

Policy and Procedure Manual/Call Log Template