



Carolinas HealthCare Employee Breastfeeding Study (CHEBS)

Project Overview

What is the purpose of this study?

The goal of CHEBS is to understand breastfeeding attitudes, experiences and outcomes among Carolina Healthcare System teammates. This study is informed by evidence that suggests that despite its many benefits, breastfeeding rates in the U.S. are lower than desired. Returning to work is a critical transition impacting breastfeeding duration as well as job satisfaction.

What do we hope to learn?

Findings from this study will be used to inform the development of policies and programs towards creating a more breastfeeding friendly workplaceⁱ and to evaluate the outcomes of these policies and programs. Findings of this study will add to the available evidence about key factors that influence breastfeeding after returning to work and how to create a more supportive environment to improve breastfeeding rates as well as job satisfaction.

How will this study be conducted?

This study will be conducted in two phases as outlined below. Participants will be recruited via Yammer, in-person at select CHS worksites and via e-mail to teammates who have participated in the Maternity Navigator Program. The primary outcome variables are breastfeeding rate and perceptions of workplace support for breastfeeding.

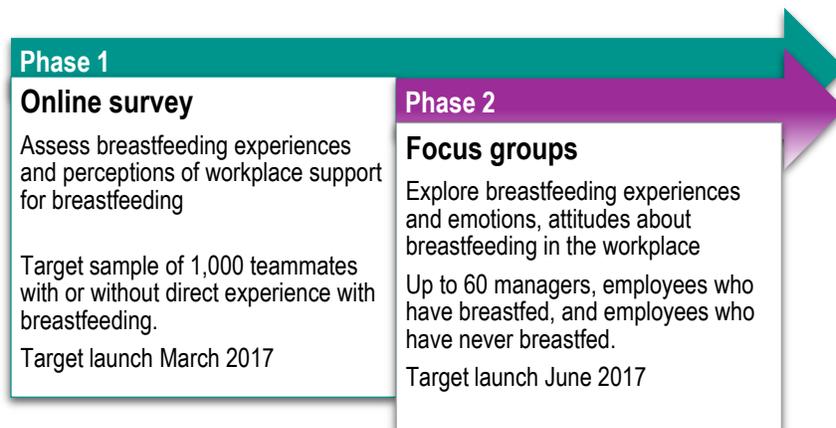


Figure 2. Two phases of the CHEBS project

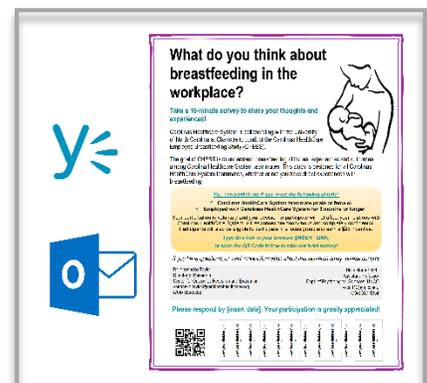


Figure 1. Recruitment mechanisms for the CHEBS project include Yammer, e-mail to select teammates and flyers

Who is conducting this study?

Dr. Yheneko Taylor with the Center for Outcomes Research and Evaluation (CORE) and Dr. Victoria Scott with the UNCC Department of Psychological Sciences are co-leading this collaborative study. Key collaborators include Mr. Johnnie Jones, Sr. Human Resources Manager and Mrs. Crystal Eaker, LiveWELL Wellness Consultant. For more information, please contact Dr. Taylor at yheneko.taylor@carolinashealthcare.org or Dr. Scott at vscott10@uncc.edu.

ⁱ North Carolina Breastfeeding Coalition. The Business Case for Breastfeeding. <http://ncbfc.org/ncbc-projects/the-business-case-for-breastfeeding/>