PURPOSE
The purpose of this project was to utilize technology-based interventions to promote breastfeeding duration and exclusivity.

BACKGROUND
The setting was a health system in Northeast Texas, consisting of eight hospitals and a multispecialty medical group with more than 650 providers. An outcome approach logic model was used to evaluate gaps in the care continuum, constraints in the local culture, and expected outcomes. Provision of accurate and consistent breastfeeding information within the first trimester was identified as a gap.

METHODOLOGY
Breastfeeding information was provided to pregnant clients in the first trimester via an electronic patient portal in a true/false questionnaire format. The first question asked, “Would you like to learn more about success with breastfeeding?”, proceeded with options to select yes, no, cancel, or finish later. The questionnaire was made available one week before the initial obstetrics appointment.

RESULTS
There were 499 scheduled initial appointments with obstetricians at the Smith County women’s health clinic between 8/6/2018 and 11/11/2018. Twenty-eight patients selected “yes” to learning more about success with breastfeeding; fourteen selected “no”. Total responses weekly averaged 9.3%.

IMPLICATIONS
This project demonstrated that breastfeeding information can be provided via patient portal to first trimester patients. The impact on breastfeeding duration and exclusivity remains unknown.

Providing breastfeeding information via electronic patient portal is an inexpensive way to provide consistent and accurate information within the first trimester. The method of providing breastfeeding information via electronic patient portal in a questionnaire format allows for interaction between the patient and a trusted source at an early phase of the pregnancy.