

Empowering Expectant Women: The Role of Breastfeeding Preparation Class Participation in Breastfeeding Initiation & Practice



Participation and empowerment for health service users: Strengthening the circle

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Research Team
Liz Martin (HSE)
Eleanor Loftus (IT Sligo)
Margaret Mc Loone (IT Sligo)

**Department of Health & Nutritional Sciences,
Institute of Technology, Sligo**

**CHaNCe, Research Centre for Clinical Health & Nutrition Centre of
Excellence**

**Health Promotion & Improvement, Health and Wellbeing Division,
HSE West,**

Infant Feeding Choices – Emotive Issue

Journal of Public Health | Vol. 39, No. 2, pp. 221–226 | doi:10.1093/pubmed/fdw024 | Advance Access Publication March 21, 2016

The portrayal of infant feeding in British women's magazines: a qualitative and quantitative content analysis

E. O'Brien, P. Myles, C. Pritchard

Division of Epidemiology and Public Health, University of Nottingham, Clinical Sciences Building Phase 2, City Hospital, Hucknall Road, Nottingham NG5 1PB, UK
Address correspondence to C. Pritchard, E-mail: Catherine.pritchard@nottingham.ac.uk

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The pressure to breastfeed can be overwhelming and failure can be crippling

Many women are simply unable to breastfeed – and they shouldn't be made to feel like failures for it.

India breastfeeding magazine cover ignites debate

© 1 March 2018

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Breastfeeding Wide awake

Why Britain's attitude to breastfeeding is still a disgrace
Chitra Ramaswamy

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Quarter of mums made 'uncomfortable' breastfeeding in public

© 21 February 2018

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Overall Aim of Research

To investigate post-natal women's experiences, challenges and perceived benefits of participating in a breastfeeding class



Lets focus on the positive!

Empowering Expectant Women

The Role of BFPC Participation in
Breastfeeding Initiation and Practice



Methodology

- 2.5 hour Breastfeeding Preparation Class (BFPC)
- Consenting Women completed a self-administered questionnaire
- 10 weeks post Expected Date of Delivery (EDD)
- Open & Closed Questions
- Analysis SPSS & Thematic Analysis



Methodology

Table 2 - Steps of Thematic Analysis (Braun & Clarke, 2006)

Steps	Summary of Step
1. Familiarising yourself with data	Reading the data and identifying possible codes
2. Generating initial codes	Coding the data and grouping the codes
3. Searching for themes	Creating themes from codes and collating all data
4. Reviewing themes	Generating a "thematic map" of the codes & themes
5. Defining and naming themes	Classifying each theme clearly and concisely
6. Producing the report	Deciding on themes to analyse & discuss in a report

Results

n=165 women

Experiences

Challenges

Benefits

**Participation
for Service
Users**

**Empowerment
for Service
Users**

I am a Breastfed Baby.



Breast milk is medicine for babies born early. It contains special ingredients not available in formula.

Results

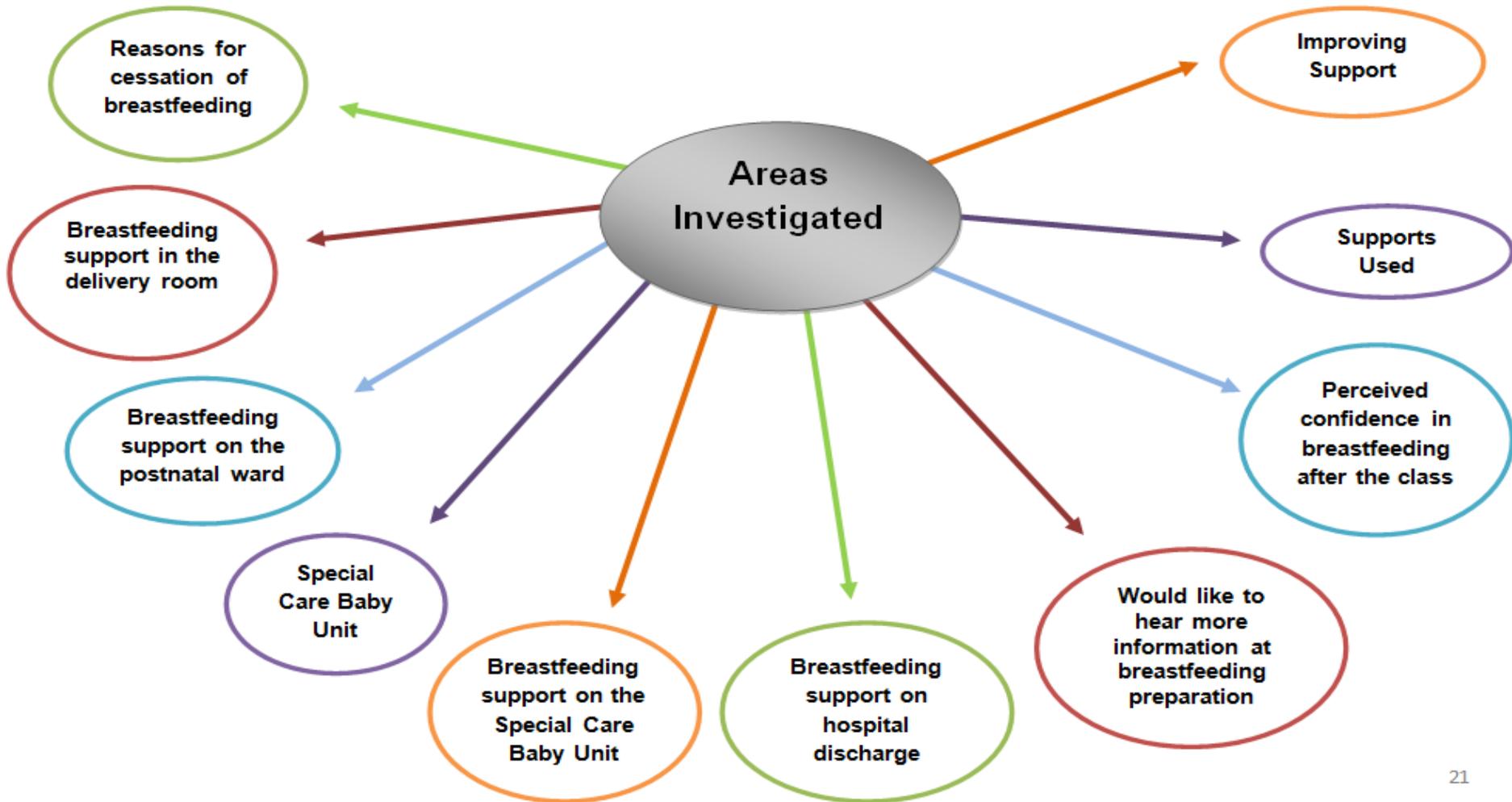
Table 3 - Overview of Participants

General overview of the research participants		
Babies born in Sligo University Hospital	95%	n = 156
Babies born at Term/Overdue	94%	n = 156
Women who had a standard vaginal delivery	50%	n = 83
Women who had an "Emergency Caesarean Section"	21%	n = 35
Women who had an "Instrumental" delivery	21%	n = 34
Had "skin-to-skin" within the first hour after birth	74%	n = 122
Baby breastfed within the first hour after birth	58%	n = 96
At 10+ weeks post (Expected Date of Delivery) EDD babies still receiving breast milk	65%	n = 107
Women receiving lots of help from their partner	84%	n = 137
Women receiving lots/quite a bit of support from their family	88%	n = 145
Women receiving lots/quite a bit of support from their friends	76%	n = 125

Results

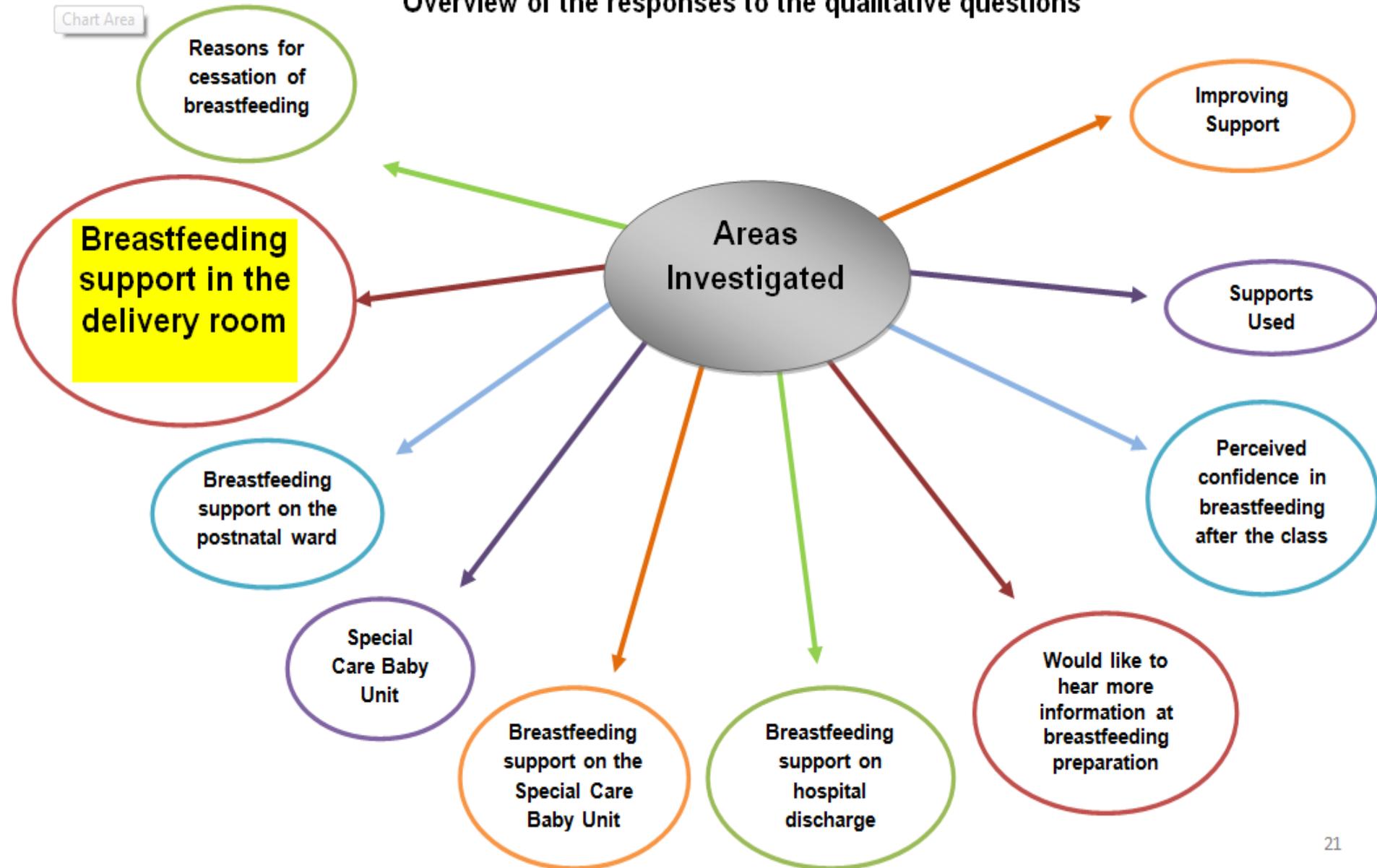
Qualitative Data

Overview of the responses to the qualitative questions



Overview of the responses to the qualitative questions

Chart Area



Empowerment – The Delivery Suite Experience

"I gave birth in theatre and had to be moved to recovery for 30 minutes, during that time my husband did skin to skin in the maternity ward until I got there and immediately I was assisted to breastfeed"

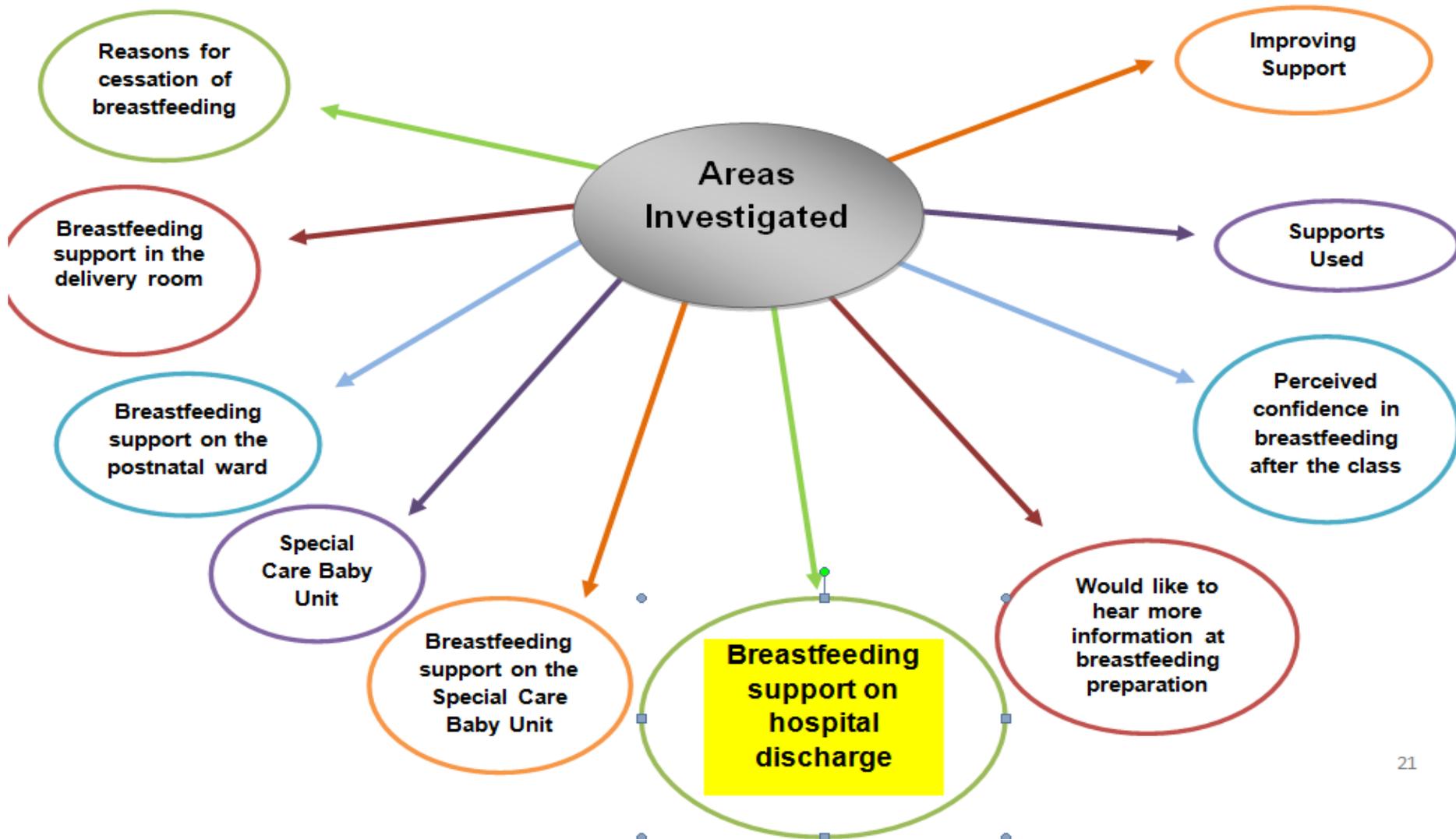
"The midwife helped me to position my baby on my breast. We were left in skin to skin position until baby stopped sucking. Midwife checking it all goes well"

"my midwife in the labour ward was fantastic. She facilitated all my requests and it was a great experience because of this. Once he was born she gave him to me for skin to skin contact almost immediately and helped me get him to feed. She gave me plenty of time for this and when I went for a shower she gave him to my husband to continue skin to skin contact"



Results

Overview of the responses to the qualitative questions



Qualitative analysis of breastfeeding support after discharge from hospital



Lactation Consultants:
bank holiday/helpful/
positioning/diagnosed
tongue tie

Advice

General Practitioner:
support

Breastfeeding Clinic/Support Groups:
support/helped overcome issues

Extras:
nipple cream/ support links/ compressions

Public Health Nurse:
monitored/non-judgemental/praise/brilliant/
reassurance/established baby
on breast/advice/recommended
bottles/excellent/positions/
corrected latching/
supportive/encouraged/
personal breastfeeding
experience

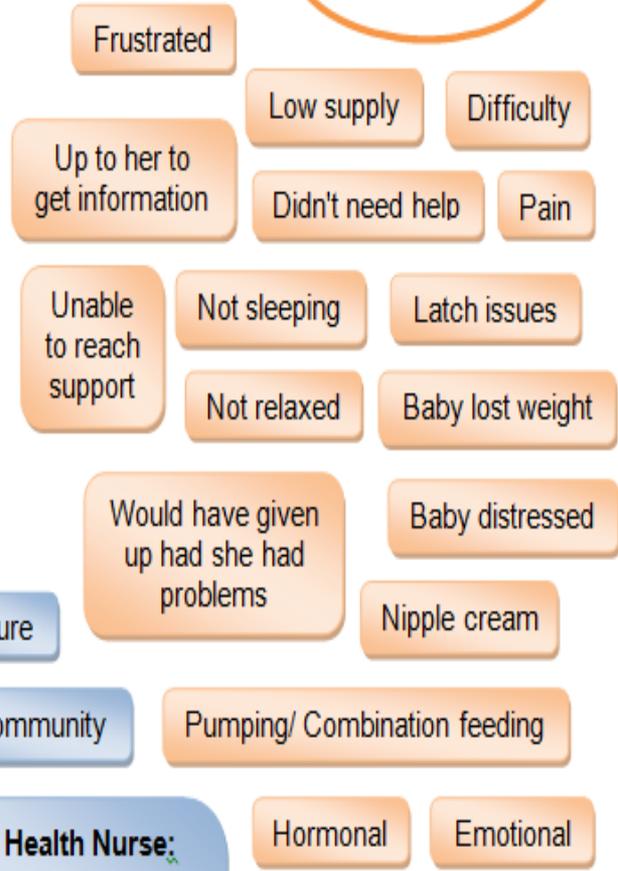
Could have been better
(experienced individuals)

Breastfeeding Class:
latch not taught/
encouragement
needed to attend

Lactation Consultant:
intimidating

General Practitioner:
lack of support/pushed
bottles/not supportive/
not educated

Paediatrician:
not knowledgeable



Pressure

Public Health Nurse:
not educated/not hands-on/limited assistance/not
accurate/too late/different
ideas/said she couldn't
help/not supportive/more
check-in

Empowering Women Postnatal – After Discharge from Hospital

"Public health nurse provided support and advice to continue breastfeeding"

"I found the district nurse very helpful. Also I found the breastfeeding clinic in Markivich House a huge support as after the first few days of my babies life when he was breast & bottle fed the baby got confused & became difficult to feed either way. I was so grateful for the consultations at the breastfeeding clinic as they helped me to re-establish breastfeeding & my baby was been exclusively breastfeeding since"

"my husband and my family are my biggest support. Taking over nappy changes, cleaning and cooking dinners. The public health nurse offered much praise and encouragement on her visits"

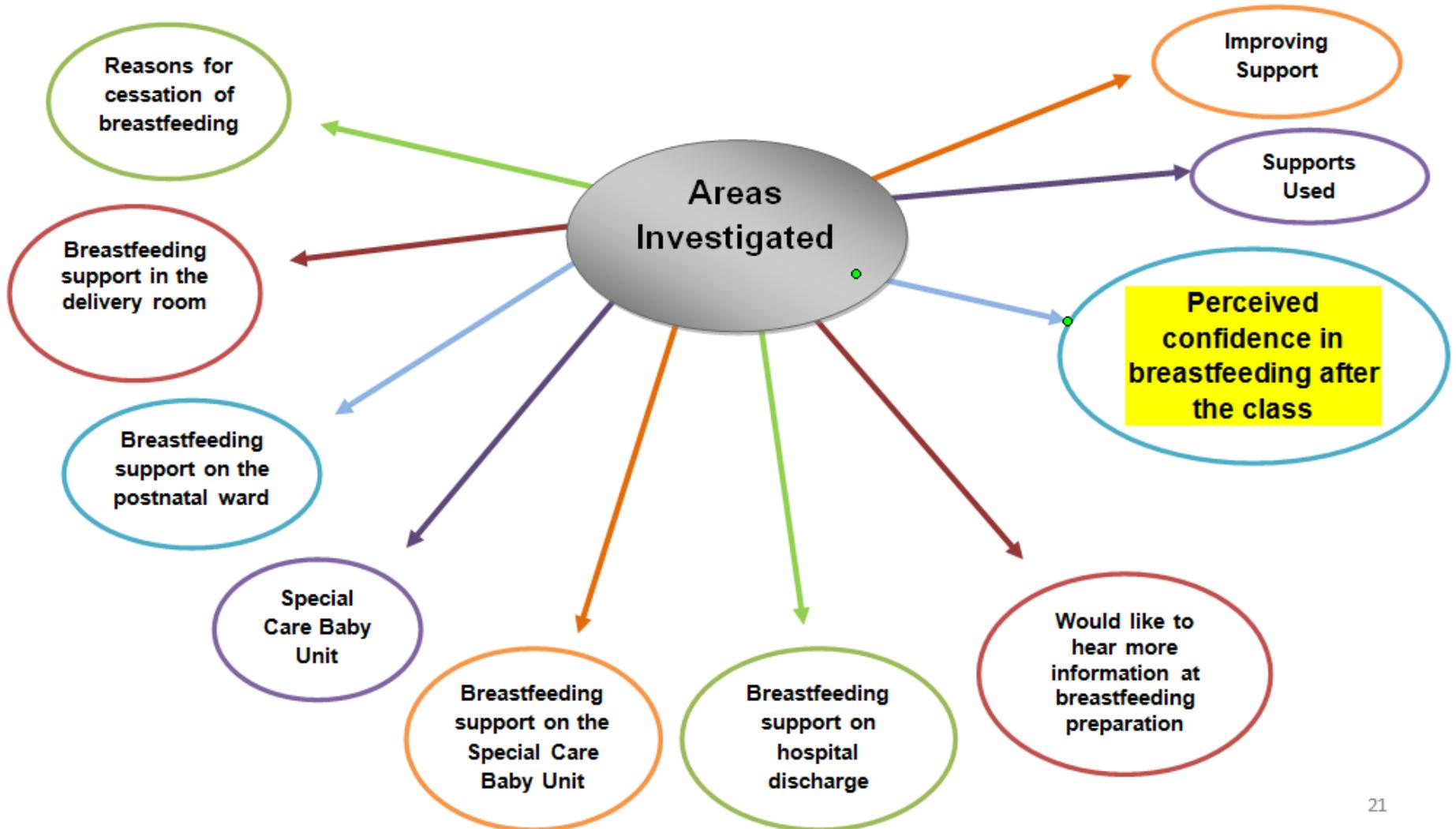
Empowering Women Postnatal – After Discharge from Hospital

"The visits from the public health nurses praised and encouraged my choice in breastfeeding"

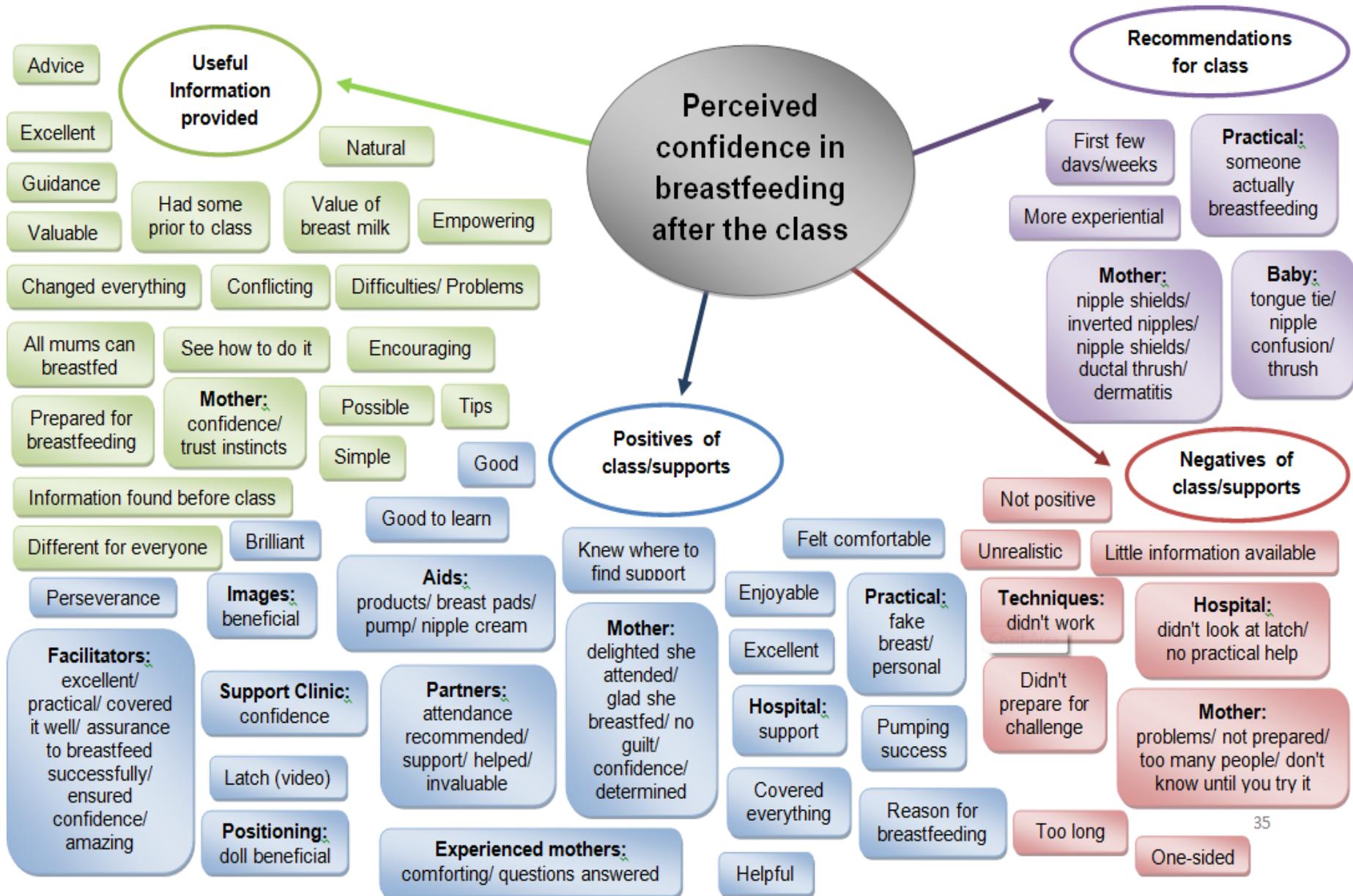
"....my husband was my biggest support. My friends who have all breastfed their own children and the public health nurse was a great help she sat beside me and was 'hands on' in her support. She had breastfed herself so knew exactly what I was going through. Lactation clinic in Markievicz House in Sligo was a wonderful help also, invaluable I would say."

Results

Overview of the responses to the qualitative questions



Analysis of the Breastfeeding Preparation Class changing confidence in ability to breastfeed



Empowering Women Postnatal – Perceived confidence after BFPC

“I felt more informed especially about posture when breastfeeding and the importance of the latch being correct. (name) who facilitated the course was excellent”

“I felt more prepared for breastfeeding”

“the two instructors imparted their knowledge in a very encouraging and passionate way. Most things I had read prior about b/f were militant and elitist”

Empowering Women Postnatal – Perceived confidence after BFPC

“knowing there was support available in Sligo hosp. was a huge confidence boost as well as having been able to meet (name) and (name) in advance”

“It made me more determined and excited!!!!”

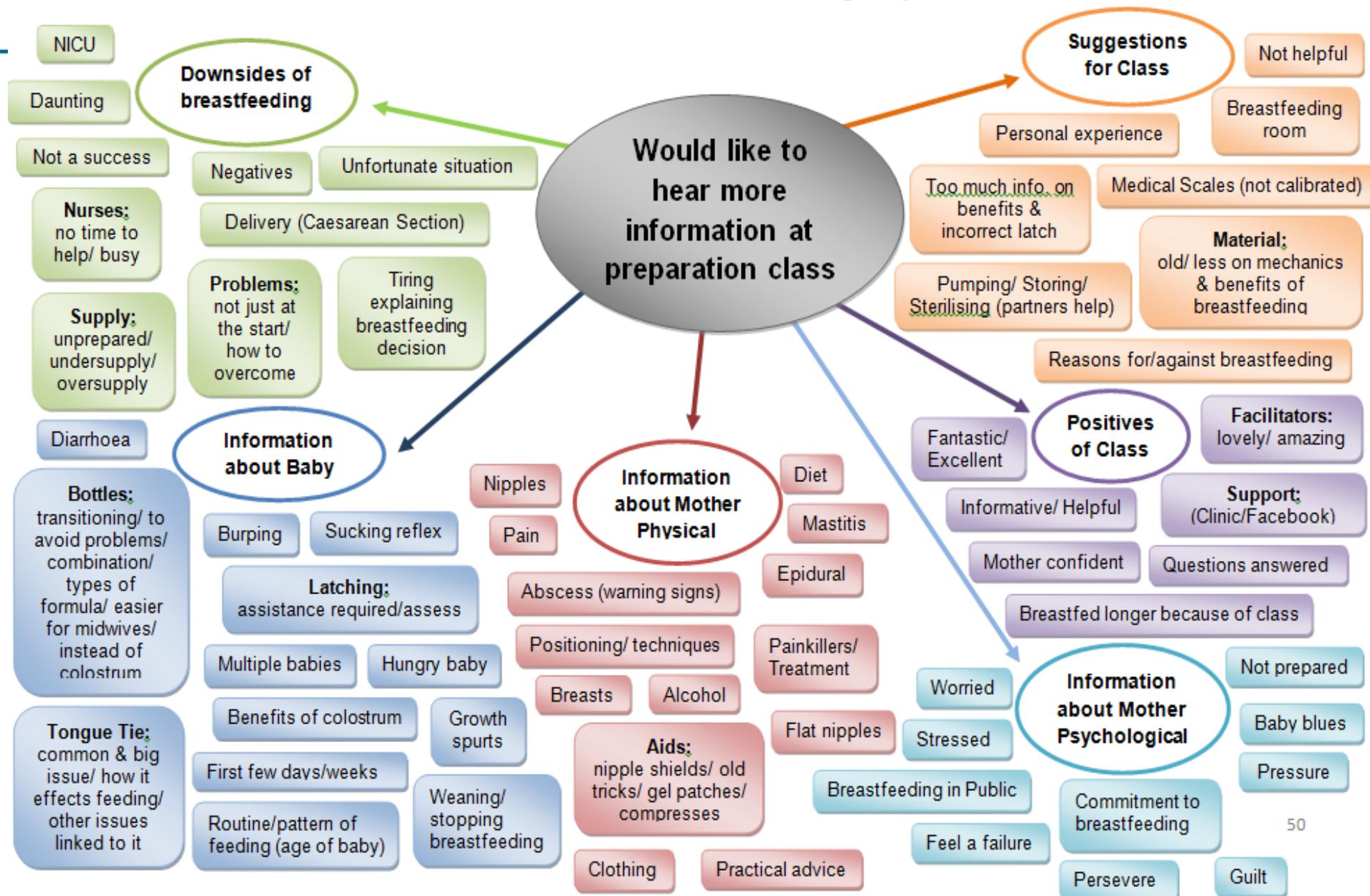
“it simplified it, and helped to see that it is possible for it to work”

Recommendations

Hospital Recommendations	Community Recommendations
Lactation Consultants be made available	GP's and PHN to be supportive of breastfeeding - don't push bottle
Check for Tongue Tie before discharge	Buddy-system for breastfeeding support
Have consistency within midwives about breastfeeding	

Table 4 - Suggestions for recommendations to make at hospital and community levels

Recommendations for the Breastfeeding Preparation Class



Need to empower women...not judge women



I HAD AN EPIRDURAL.
THEN I HAD A C-SECTION.
THEN MY BABY WOULDN'T NURSE SO
I FED HER A BOTTLE.

AND NOW I'M SITTING HERE AT THE
PLAYGROUND WONDERING WHAT
ALL THE GUILT WAS ABOUT
BECAUSE MY KID IS
just as weird as yours.



Breastfeeding Baby #1



Breastfeeding Baby #2

