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# Learning Objectives

- To describe the characteristics of a breastfeeding program that are of importance to young mothers
- To describe preliminary results of the breastfeeding program evaluation
- To share "lessons learned" in the development & implementation of this youth-informed breastfeeding program

## Background

Rates of exclusive BF at discharge

- <20 years of age (51.2%)</p>
- 30-34 years (65%)

### Factors significantly associated with BF

- intention to breastfeed; prenatal classes attendance
- living in a higher income neighbourhood
- having a spontaneous vaginal delivery
- non-smoker, not using substances during pregnancy
- not having any pre-existing health problems or obstetrical complications

(Best Start Resource Centre, 2015; Dodgson, et al., 2003; Fleming et al., 2012; 2013; Leclair, et al., 2015; Lizarraga, et al., 1992; Misra, & James, 2000; Mossman, et al., 2008; Nelson, & Sethi, 2005; Ottawa Public Health, 2014; Park, et al., 2003; Flerre et al., 1993; Gispma et al., 2013; Spear, 2006; Tucker, et al., 2011; Volpe, & Bear 2000; Wambach & Cole, 2000)

# Background cont'd

Higher rates of initiation & continuation reported by young mothers who received breastfeeding education & support

Ideal programs/interventions specifically designed for young mothers has yet to be determined

- Prenatal education
- Peer / lay / professional support
- Need to tailor support

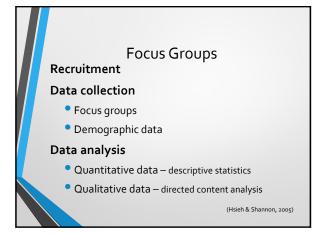
(Dyson et al., 2005; Lumbiganon et al., 2012; Renfrew et al., 2012)





# Project Objective To use a participatory approach in the design, implementation, and dissemination of an innovative breastfeeding program for young women.

В	Breastfeeding Program: Three Components				
Activities	Objective	Outputs	Short Term Goals	Long Term Goals	
Prenatal Classes	Normalize BF  Provide evidence - based info re benefits of BF & how to get started	-Determine & finalize content. -Review with class facilitators -Relevant portions printed	-BF class content aligned with best practice -Class facilitators feel confident using content & format	To increase the intention & duration of breastfeeding in young women ≤ 25 years of age	
Peer Support	Early & ongoing support for BF	-Design BF peer support group - Identify program coordinator - Training to peer mom leaders	-Key format & components identified		
Staff training	To create a supportive environment for BF	2 x 2 hour training sessions	-80% report increase in knowledge		



Focus Group Demographics n= 16		
Maternal age	21 years	Range 20-24
Pregnant	7	Range 5-36 weeks
Parenting	11	1-4 children
Relationship	Single	6
	Coupled	10
Baby's age (currently BF)	2-11 months	
BF experience- previous	6	Range 2 days to 7 months

# Results: Focus Group Themes

- 1. Overall knowledgeable about benefits of BF
- 2. Need for program
- 3. Information to be included in future programming
- 4. Feasibility of peer support
- 5. Prenatal connections
- 6. Program Format

# 1- Knowledgeable about the benefits of BF

- Benefits/advantages for mom & baby
- Bonding & connection

"It's [formula] such a waste of money for something that you produce yourself and honestly like it's really good for the baby so why not just [breastfeed]"

# 2- Need for a program

- Critical times for support were identified
- Ongoing support was requested

"Because if it's just a onetime thing then not everyone could always make it or you don't always learn the first time or get comfortable with it the first time"

# 3- Information to be included in future programming

- Troubleshooting breastfeeding difficulties
- Accessing professional support in the community
- Additional topics not covered in prenatal classes
- Breastfeeding in public

"Don't be ashamed, you're feeding your baby, you're lucky you have that bond, continue on, be proud"

# 4- Feasibility of peer support

Young women who are available/ interested/ qualified to be peer supporters

• Wanted moms who were passionate, educated "and not motivated for the wrong reasons"

Volunteer vs paid role

"...a mix of mums with experience and a mix of mums who have no clue because ... I think it'll help them out a lot, they won't feel judged, they won't feel so alone. They won't feel like, you know, they're clueless "

## 5- Prenatal Connections

 Important to establish a connection/ relationship with professionals & peer support before birth of the baby

"It [connection] was already there when I was pregnant so I was able to see the lactation consultant and talk to her personally afterwards because I had already known her ... I feel like you need to have some sort of connection with them to really open up and be able to ask questions and get the answers that you need."

# 6- Program Format

- Face to face
- Mixed group pregnant & breastfeeding moms
- Lunch included
- 4-6 weeks with set topics each week (interactive; live demonstrations)
- Availability of transportation & childcare
- Ongoing support after the 6 weeks
- Professional leader present

Implementation of Youth-Informed Breastfeeding Program

- 1. Revised prenatal breastfeeding curriculum
- 2. New peer support group
- 3. Staff training

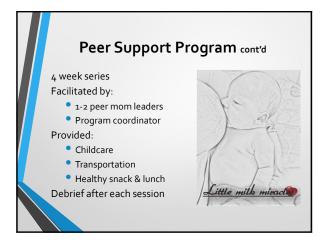
# **Prenatal Breastfeeding Class**

- 2 hours
- Delivered by Ottawa Public Health, PHN
- Content
  - Basic breastfeeding info
  - Case studies
- Evaluation
  - Preliminary breastfeeding self-efficacy scores

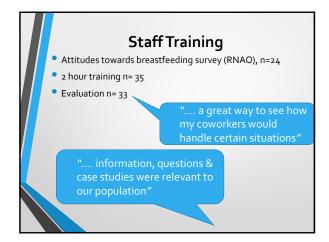
(Dennis, Heaman, & Mossman, 2011)

- Pre= 54, range 42-70
- Post= 60, range 50-70 (min 14, max 70)









# Lessons Learned Time intensive to engage young clients but their input is invaluable Public Health Nurses were ideal partners to offer the peer-mom training & staff training Police records check a barrier for peer mom leaders Clearly identify promotion strategy

# Next Steps • Maintain & expand BF program • Continued recruitment & promotion • Additional peer-mom leader training • Application for additional funds to roll out program in other centres • Continued BF self-efficacy evaluation

Engage staff earlier in the process



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