The Creation of Online Breastfeeding Resources

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Project Team & Funding

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* Involved only on phase 1 project
** Involved only on phase 2 project

Community Breastfeeding Projects

Phase 1:
The Design and Evaluation of a Co-parenting Breastfeeding Online Resource

Phase 2:
The Design and Evaluation of Online Breastfeeding Resources for Young Mothers and Indigenous Families
Providing Breastfeeding Support Through Online Resources

- Breastfeeding rates are suboptimal (Gionet, 2013)
- Breastfeeding support interventions increase breastfeeding duration and exclusivity (Renfrew et al, 2012)
- Online education for parents is a growing trend
- Many courses are not freely available and target mothers
- Others are designed for health care providers
- Little evidence on effectiveness of these online course and more research is warranted (Huang et al. 2007, Robers et al 2008, Workler et al. 2008, Psy, 2009)

Phase 1: Designing a resource for co-parents

- Co-parenting refers to the manner in which two parents who are responsible for a child work together towards jointly determined child health goals (Feinberg, 2003)
- A co-parenting breastfeeding support intervention delivered to mothers and fathers in the postpartum period increased breastfeeding duration; support provided by fathers; mothers' satisfaction with fathers' involvement; and fathers' breastfeeding self-efficacy (Abbass-Dick et al. 2015)
- Co-parenting Breastfeeding Theory components were included in the fathers/partners section (Abbass-Dick & Dennis, 2015, submitted for publication)
Process of Development
- Needs assessment completed with 16 mothers and 15 fathers
- Reviewed the literature on breastfeeding education interventions
- Reviewed the literature on fathers and breastfeeding – what to include in interventions targeting fathers.
- Ensured resource is inclusive of all couples, partners
- Best Start Resource Centre’s “Breastfeeding Matters” content included to increase consistency of information for parents
- Presented information in a visually interesting manner with the use of Storyline by Articulate
- Collaborated with a graphic designer, animator, illustrator, videographer, and web designer
- Evaluated the course with 26 mothers, 24 fathers and 52 health care professionals

Resource Development

Breastfeeding
Information for Parents
- Why Breastfeed
- How to breastfeed
- The Early Days
- Fathers & Partners
- Common Concerns
- Getting Help
- Everyday Life

Subtopics on Each Page

Table of Contents
- Why Breastfeed
- How to Breastfeed
- The Early Days
- Fathers & Partners
- Common Concerns
- Getting Help
- Everyday Life Part 1
- Everyday Life Part 2
- Amounts and Weight Tracking
- Breastfeeding and Medication

Common Concerns
- Diapers & Wipe
-crawler
- Baby Wearing
- Pumping
- Baby Sleep
- Breastfeeding and Illness
- Young Children
- Breastfeeding and Sexual Activity

Getting Help
- Breastfeeding Clinics
- Support Groups
- Breastfeeding Helpline
- Website Resources
- Book Resources
Information Specifically for Fathers/Partners

A Variety of Types of Information Delivery
- Games
- Videos
- Quizzes
- Text with narration & links to additional online resources
- Animations
- Couples describing their experiences

Text Version for Mobile Devices
Phase 2:

Adolescent and Young Mothers

Indigenous Families

Process of resource development

1. 12 young and 9 Indigenous mothers and advisory committee members (6 who worked with young mothers and 9 who worked with Indigenous families) reviewed a version of the initial course and made suggestions for revisions.
2. Revisions were made and two new versions were created.
3. Committee members and mothers were shown the revised resource and asked for feedback on revisions.
4. 5 (Indigenous) and 10 (Young) additional mothers from each target population reviewed the revised courses and provided feedback.

Suggested changes from mothers and committee members:

- Culturally appropriate photos
- Co-parent redefined, more inclusive of a variety of relationships
- Table of content and list of topics added to assist with navigation
- More pages
- Animations
- Illustrations
- Created videos with mothers describing experiences, physicians, lactation consultants
- Included topic areas: breastfeeding an older child, what to expect in the first days & postpartum
Version for Couples with information specifically for Fathers/Partners

The colours in this version were changed and made more masculine

Games

Quizzes

Narration
Findings from the Evaluations

- Phase 1
  - With the 22 mothers and 23 fathers who completed the pre and post surveys which included measures of breastfeeding attitude, knowledge and confidence. All of which were significantly increased from pre to post.
  - 26 mothers, 24 fathers and 52 health care professionals reviewed the course and provided positive feedback. Themes which emerged were they like the variety of ways information was provided, the accessibility, the information for fathers/partners, and comprehensiveness of the content.

- Phase 2
  - The committee members and mothers had positive responses to the changes made. The mothers appreciated that their input was acknowledged as reflected in the changes that were made to the resources.

Google Analytics and Online Survey

In the last year we have had over 6,000 users to the site

Since launching the site in Dec 2015 36 users have completed an online questionnaire and provided feedback

- 88% gave it over 4 stars out of 5

Feedback included
  - Interactive
  - Engaging
  - Comprehensive
  - Likes the videos, games, quizzes

* please feel free to access the survey link on the site and let us know how you like the resource.
Breastfeeding Information for Parents

Thank you
Questions?

To access the resource, please visit
http://breastfeedinginfoforparents.ca/
Or google
“Breastfeeding Information for Parents”