

The Creation of Online Breastfeeding Resources



Presented by Dr. Jennifer Abbass Dick and Joanne Huizinga

Project Team & Funding

- UOIT –
 - Dr. Jennifer Abbass Dick RN IBCLC, LC, Assistant Professor, Faculty of Health Science, Nursing
 - Jaymie Koroluk, Teaching and Learning*
 - Dr. Clemon George, Faculty of Health Sciences**
- DRHD-
 - Shelley Alcock Brillinger, RN*
 - Michele Broly, RN**
 - Amber Newport, RN
 - Joanne Huizinga, RN
 - Fangli Xie, Epidemiologist
- U of T – Dr. Cindy-Lee Dennis
- Additional Collaborators : Stephanie George** and Elisabeth Streken**



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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 (Genet, 2013)
- Breastfeeding support interventions increase breastfeeding duration and exclusivity (Benfrew 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; Salonen et al, 2008; Fletcher et al, 2008; Pato, 2009)

Phase 1:

Designing a resource for co-parents



Involving Fathers/Partners & Co-parenting



- Fathers impact breastfeeding outcomes and should be targeted in breastfeeding interventions (Susin et al, 2008; Piscane, 2005; Rich et al, 2012; Maycock et al, 2013; Sahip, 2007)
- 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



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

Subtopics on Each Page

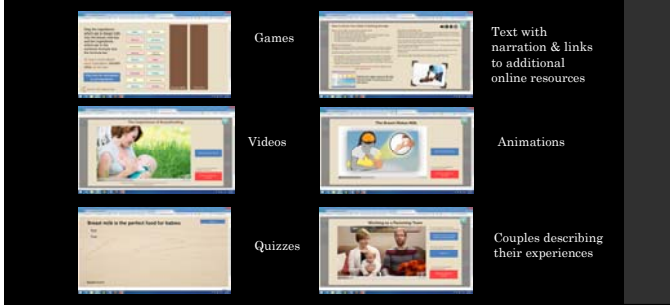
Table of Contents

- Why Breastfeed?**
 - Making a Decision for Your Family
 - Importance of Breastfeeding
 - Breastfeeding Recommendations
 - Human Milk versus Formula
- How to Breastfeed**
 - The Breast Makes Milk
 - The Baby Latches, Suckles, and Drinks
 - Mom and Baby Come Together to Feed
- The Early Days**
 - What to Expect in the First Few Days
 - Getting Off to a Good Start
 - Reading Baby's Cues
 - Learn How to Hand Express
 - How to Know if Your Baby's Getting Enough
 - Skin-to-Skin
 - Breastfeeding Positions
 - When to Get Help
- Supporting Mom**
 - Make a Difference
 - Getting Help from Family and Friends
 - Information for Co-Parents
 - Tips for Family and Friends
- Common Concerns**
 - Sore Nipples
 - Fussy or Sleepy Baby
 - Plugged Ducts
 - Not Enough Milk
 - Baby Will Not Latch
 - Over Supply
 - Jaundice
 - Thrush
 - Mastitis
 - Engorgement
 - Multiples and Premature Babies
 - Breastfeeding after C-Section
- Everyday Life Part 1**
 - Nutrition
 - Tandem Feeding & Spillages
 - Friends
 - Sex After Birth
 - Alcohol
 - Sleep
 - Exercise
 - Taking Time for Yourself
- Everyday Life Part 2**
 - Feeling Down
 - Feeling Ill
 - Returning to Work
 - Things to Consider
 - Medications and Herbs
 - Teething, Solids, and Self-Wearing
 - Smoking and Drugs
 - Anywhere/Anytime
- Getting Help**
- Helpful Links**

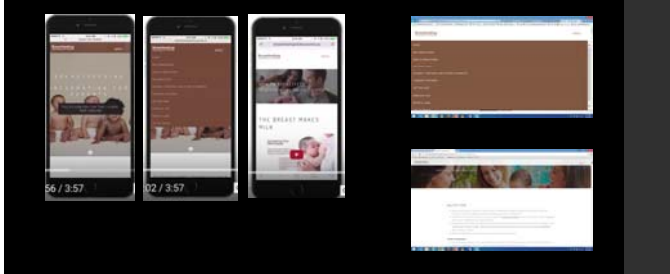
Information Specifically for Fathers/Partners



A Variety of Types of Information Delivery



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 (8 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 games
- 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 & positions



Generic version for all mothers



Version for Indigenous Families



Text Version of Indigenous Site for Mobile Devices

Version for Couples with information specifically for Fathers/Partners



The colours in this version were changed and made more masculine

Games

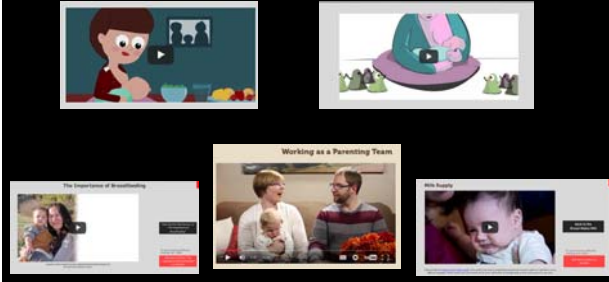


Quizzes

Narration



Videos and Animation

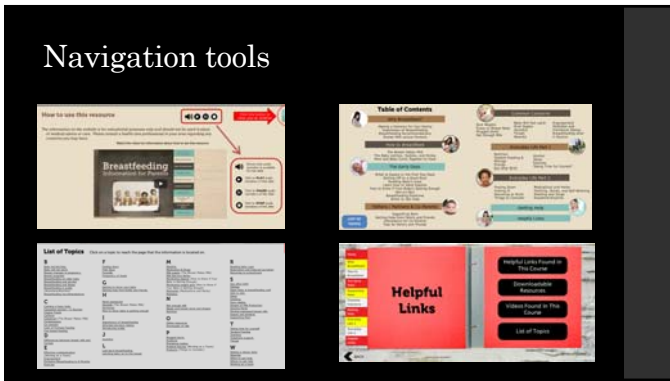


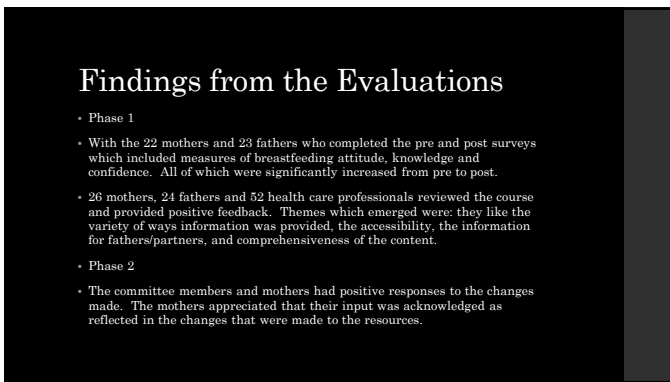
Illustrations

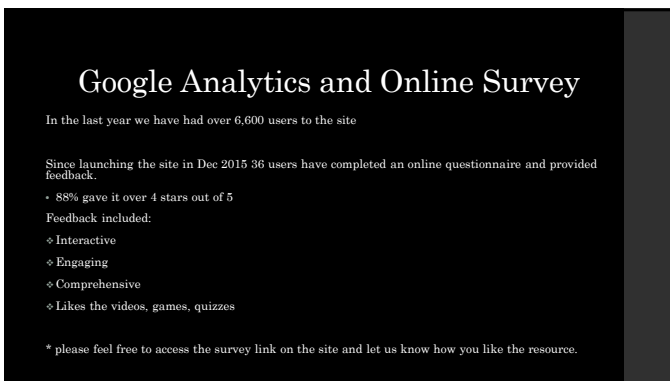


Links to other websites/resources









Breastfeeding Information for Parents





Thank you
Questions?

To access the resource, please visit
<http://breastfeedinginfoforparents.ca/>

Or google

“Breastfeeding Information for Parents”
