



# Overview of Project Three components:

- 1) Qualitative Program Evaluation
- 2) Documentary about Peer Support & Breastfeeding
- 3) Resource for Young Moms (comic)

These started as somewhat separate entities, but we have come to see each as related to the program evaluation goal of understanding program processes and impacts (#1 Above).







breastfeeding buddies

## First, Some Numbers Total Participants to Date

- 78 Documentary Participants
  - o BFB volunteers
  - o Mothers
  - o Partners
  - o Professionals
- 11 Breastfeeding Buddies follow up interviews
- 10 Young Moms Focus Group
- 5 BFB Focus Group Participants

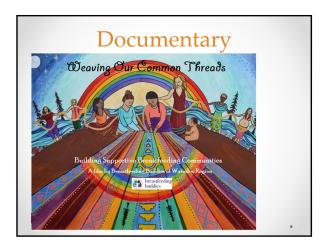
• Plus: our team (12), partners (5), artists (2), filmmakers (3)











## **Process**

- Idea
- Review of what exists
- Becoming clear on what we wanted to produce (and what we didn't want)
- Theme: Reweaving communal knowledge related to breastfeeding and "it takes a community" to breastfeed a child
- Research Ethics, Recruitment, Filming, Editing....







## Weaving Our Common Threads

- Interviews with: Breastfeeding Buddies, Breastfeeding mothers, Partners of breastfeeding mothers, Professionals, Breastfeeding Buddies Coordinator
- A resource for prenatal programs and for those interested in the BFB peer support model
  - o Challenging Myths
  - o Partner Perspectives

  - Breastfeeding Buddies
  - Peer Model in the context of other supports







## LAURIER Manually Control for buddies buddies

## Highs & Lows

- Hearing stories
- Amazing experts
- The film team
- Having fun
- The footage coming together to tell a story
- Fed in to the program evaluation
- Takes longer than anticipated
- Details
- Lots of filming required
- Unforeseen events

  - o Weathero Technical problems











### Resource for Young Moms (comic)

- Background
- Literature Review
- Focus Group
- Vision
- Comic artist contracted
- Production



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breastfeeding buddies

## Vision Emerged

- · Colourful, not text heavy, humorous,
- Address our concerns: evidence-based
- Relevant to young mom concerns

Making it relevant

- Diversity of experience, appearance, ethnicity
- Feeling judged as risky, incapable
  - o Are these women well served?
- Wanting to breastfeed
- Emphasize strengths
- Role of grandmas, partners, peers, "good" support
- Busting Myths breastfeeding buddies







## Highs & Lows

- Hearing stories
- Learning from literature
- Strengths of young moms
- Potential for better supports
- · Realities of young mothering in our current context
- Process took longer than anticipated









#### **Qualitative Program Evaluation**

- Program Logic Model

  - http://med-fom-familymed-research.sites.olt.ubc.ca/files/2012/03/logic\_model\_e.pdf
- Evaluation Plan
  - o Follow up with workshop participants







### Main Questions

1) What is working well and what can be improved in the implementation of the Breastfeeding Buddies Buddies education and support programs from the perspective of participants and volunteers?

2) Are the BFB education and support programs achieving its intended outcomes from the perspective of participants and volunteers?







#### Methods

- Community-Based, qualitative, arts-based approach, exploratory
- Me Breastfeed Workshop recruitment request to contact 5 weeks post birth
  - Matched and unmatched
- To date: 27 agreed to contact
  - o 10 people ignored our 3-4 contacts

  - o 1 outright not interested due to formula use
  - o 3 not contacted yet









### **Key Program Evaluation** Findings So Far (Across all Ps)

- Building community BFB uses a community development approach
  - Leadership and personal development of buddies
  - o Program reaches beyond formal participants
    - · Potential for social network mapping?
- ADVOCACY







#### Key Program Evaluation Findings So Far

- Specific program logistical concerns
- BOTTLE FEEDING CULTURE
  - o Lots learned about benefits of breastfeeding some very skeptical
  - o Impact of demonstration mother
  - o BACKLASH how do we navigate this?

    - "A lot of kids are formula fed and they turn out just fine"
      "like I'm sure formula has all the nutrients that the baby needs so it's fine but just don't talk about it."
  - o Myths and Misinformation abound
    - Coming in with "Its hard, painful"; friends, coworkers that were unsuccessful
    - · Leaving unaware of cluster feeding, weaning for work
    - · what are effective ways to address them?







#### Key Program Evaluation Findings So Far

- ISOLATION & AVERSION TO HELP SEEKING

  - We need to be present and less passive in our support to mothers
     Though BFB workshop sent the "GET HELP ASAP" message clearly for some
- Unclear about hospital interventions and formula
  - o C Section mother and challenges related to birth interventions and health care professional advice
  - o In our small sample, seems a lot of supplementation (6/11)
- Diversity of experiences and frames of mothers







## Overall Learning & Reflections Quality of partnerships matters Need mutuality Connection Trust





