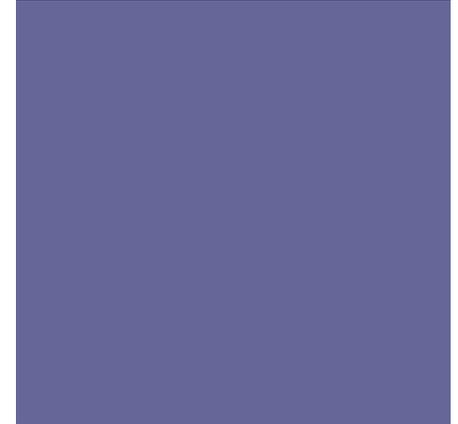




Considering Breastfeeding? Here's what you need to know! – Patient Education on the Benefits of Breastfeeding



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+ Introduction

- Breastfeeding is a natural process
- Breastfeeding creates an opportunity for a bonding experience between mom and baby
- Breastfeeding decreases the cost of caring for an infant.
- Breastfeeding provides serious health benefits to mom and baby.
- **With all of these benefits, why are so many moms in Mississippi deciding not to breastfeed.**
- The objective of my project was:
 - to determine if mothers in Mississippi are deciding not to breastfeed because of lack of information about breastfeeding
 - to educate expecting mothers about the benefits that breastfeeding provides

+ Background

Relevant Research

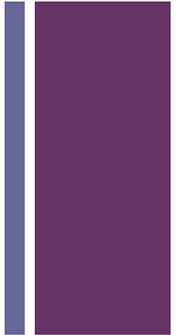
- CDC and Prevention Immunization Survey – Breastfeeding Report Card¹

State	Ever Breastfed	Breastfeeding At 6 months	Breastfeeding At 12 months	Exclusive breastfeeding at 3 months	Exclusive breastfeeding at 6 months
U.S. National	76.5	49.0	27.0	37.7	16.4
Mississippi	50.5	19.7	9.1	17.0	5.1
Kentucky	52.6	32.5	18.9	33.4	14.4
Arkansas	57.7	24.2	14.4	22.5	9.2
Georgia	68.2	31.8	12.9	22.2	6.2
Tennessee	59.6	29.9	16.8	17.9	4.1

- Benefits of breastfeeding to the baby²
 - Decreases risk of asthma, obesity, type 2 diabetes, and SIDS
- Benefits of breastfeeding to the mother
 - Decreases risk of breast cancer, ovarian cancer, type 2 diabetes, postpartum depression, and allows mom to return to pre-pregnancy weight and shape faster

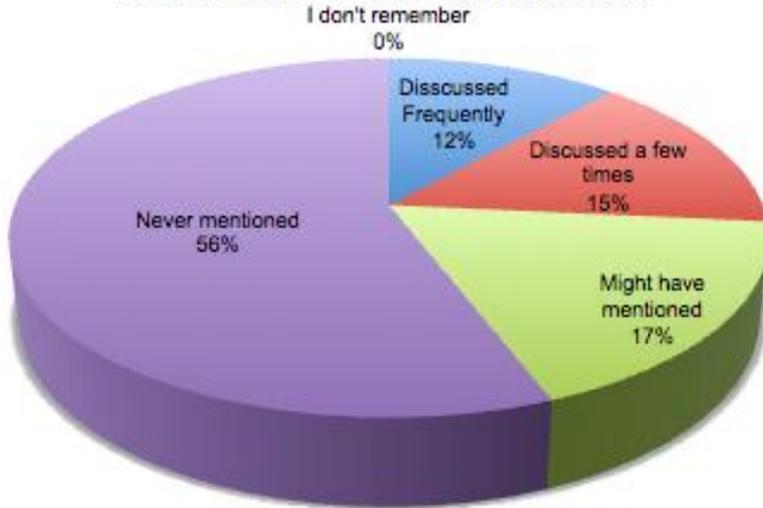
+ Methodology

- Surveys were administered to expecting mothers:
 - to gather demographic information
 - to determine their likelihood to breastfeed
 - to understand their perception of breastfeeding
 - to learn about their exposure to the benefits of breastfeeding by obstetric providers
- Surveys were administered to mothers in child bearing years:
 - to gather demographic information
 - to examine their record of breastfeeding
 - to understand their perception about breastfeeding
 - to learn about their exposure to the benefits of breastfeeding by obstetrics and pediatrics providers.
- Handouts were provided to expecting moms based on their reported likelihood to breastfeed.
 - 8-10 out of 10 – Congratulations on your Decision to Breastfeed Handout
 - 2-7 out of 10 – Considering Breastfeeding? Here's what you Need to Know handout
 - 1 out of 10 – were asked if they would like a handout

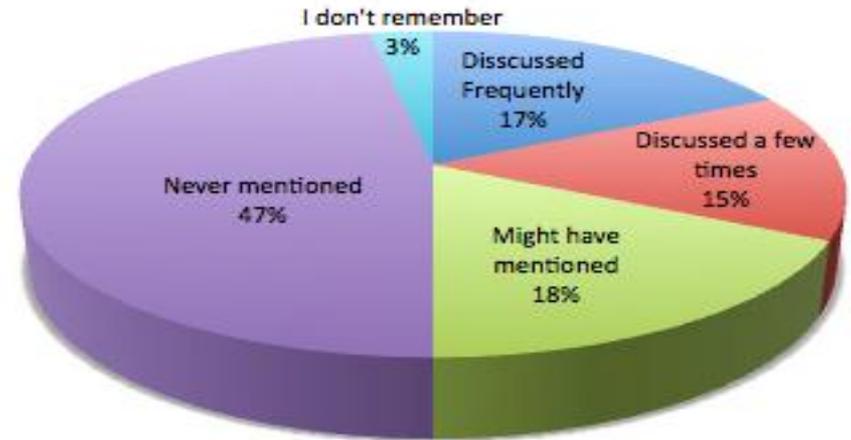


+ Results from Surveys of Expecting Mothers

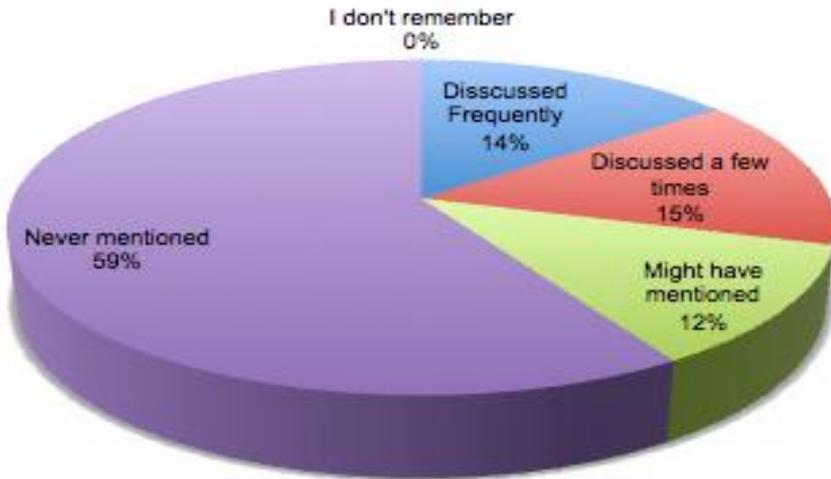
Has your physician talked to you about breastfeeding classes or support groups for breastfeeding moms?



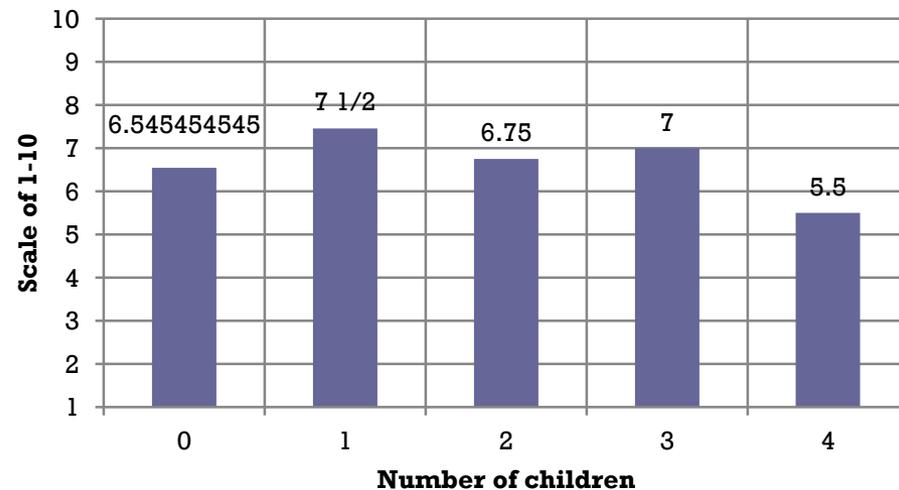
Has your OB physician explained the benefits that breastfeeding provides to your child?



Has your OB physician explained the benefits that breastfeeding provides to you, the mom?



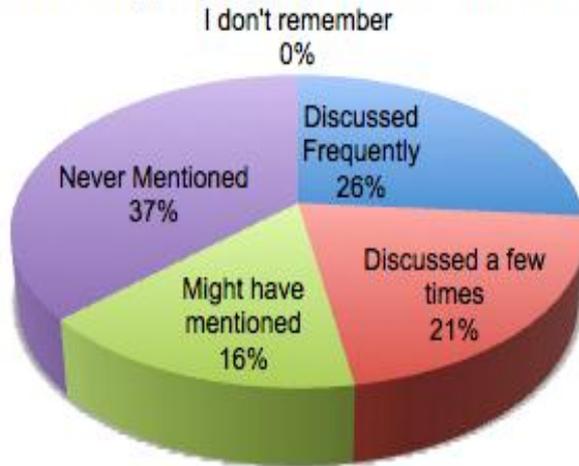
Expecting Moms Likelihood to Breastfeed



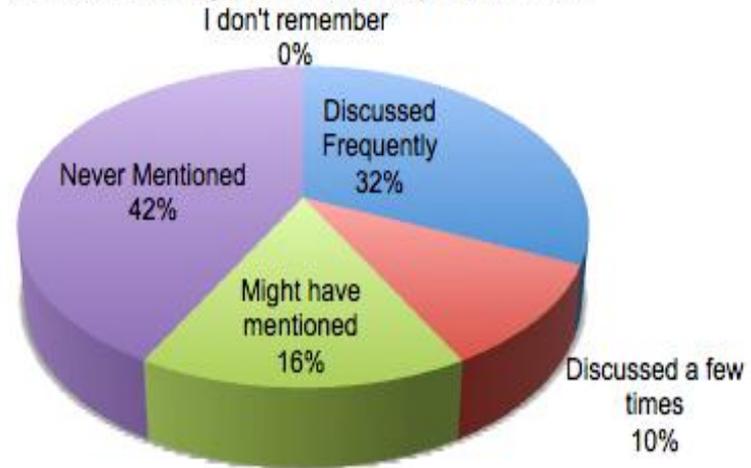
+ Results from Surveys of Mothers in Child Bearing Years



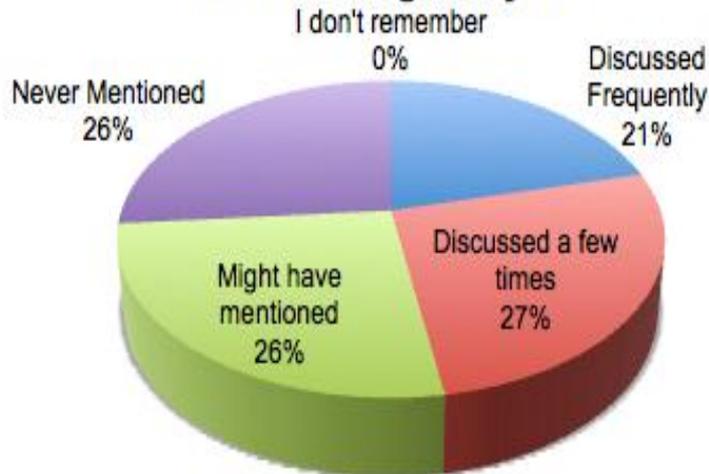
Did your physician talk to you about breastfeeding classes or support groups for breastfeeding moms?



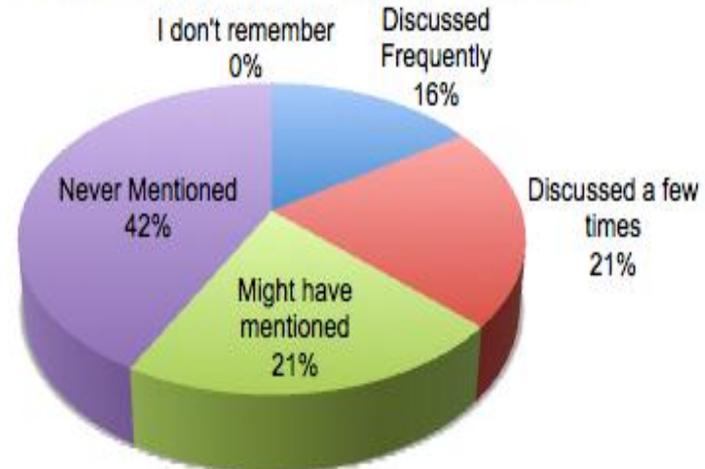
Did your OB physician explain the benefits that breastfeeding provides to your child?



Did your child's pediatrician discuss the benefits of breastfeeding with you?



Did your OB physician explained the benefits that breastfeeding provides to you, the mom?



Discussion

- Roughly half, 49.5%, of mothers in reported never breastfeeding
- Greater than fifty percent of mothers that are never educated by providers on the benefits of breastfeeding.
- After controlling for mothers expecting their first child, over fifty percent of moms still reported never receiving education on the benefits of breastfeeding.

Further Research Possibilities

- Surveys of providers about their perception of breastfeeding and its importance.
 - targeted to determine if physician feel they play a role in a mothers decision to breastfeed
 - to understand what providers are doing to promote breastfeeding
 - to see what providers know about the importance of breastfeeding
- Expansion of the survey for Expecting Mothers and Mothers in Child bearing years to include questions:
 - to gather information on where the participants visited the doctor
 - to determine more specifically why participants are and are not deciding to breastfeed
 - to examine if education on the benefits of breastfeeding would increase a patients likelihood to breastfeed,

+ Recommendations



- 10 Steps to a Baby Friendly Obstetric Practice – Mississippi Breastfeeding Coalition
- 10 Steps to a Baby Friendly Pediatric Practice – Mississippi Breastfeeding Coalition
- Provide expecting mothers with handouts at throughout their pregnancy to explain the benefits of breastfeeding.
- Develop newborn classes that promote breastfeeding as well as provide over vital information to care for newborns and infants.

Conclusion



- OB providers are not discussing the benefits of breastfeeding with the majority of their patients, this may explain why Mississippi rates of breastfeeding are so low
- Some mothers are making their decision to breastfeed without being educated on the benefits of breastfeeding

+ Resources

1. Breastfeeding report card. (2013, July). Retrieved from <http://www.cdc.gov/breastfeeding/pdf/2013BreastfeedingReportCard.pdf>
2. Why breastfeeding is important. (2010, August 04). Retrieved from <http://www.womenshealth.gov/breastfeeding/is-important/index.html>
3. Walker, M. (2013). 10 steps to a baby friendly obstetric practice. Retrieved from <http://msbfc.org/index.php/providers/10-steps-to-a-baby-friendly-obstetric-practice/>
4. Walker, M. (2013). 10 steps to a baby friendly pediatric practice. Retrieved from <http://msbfc.org/index.php/providers/10-steps-to-a-baby-friendly-pediatric-practice/>