Breastfeeding Promotion Intervention with Professional and Peer Support

1 Background

Breastfeeding Interventions: Successful Strategies to Increase Initiation & Continuation

The research presented in this literature review compares studies and previous systematic reviews to determine the elements of successful interventions. It is hypothesized that a breastfeeding intervention held in a group setting that incorporates the expertise of a professional (e.g., lactation consultant), and the social connection with a peer (e.g., mother with experience breastfeeding) would be optimal in supporting a mother to begin and continue to breastfeed.

2 Methods

The postpartum intervention is a mothers’ breastfeeding support group with lactation consultant JoAnne Silber-Flagg, DNP, CRNP, IBCLC, who provides expert advice to address breastfeeding concerns of mothers within a shared setting with peers. The sessions are held weekly for about 1.5 hours and are open to women who delivered at Johns Hopkins Hospital. I created an online survey tool, Impact on Mothers’ Breastfeeding Support Group on Promoting Breastfeeding Survey, using Qualtrics, a web-based survey software, and formatted for a mobile device for convenience.

3 Results

Observations during the pre-data collection phase of the project for at least 6 sessions of the mothers’ breastfeeding support group:

- Mothers felt reassured by measured weight gain after breastfeeding during the session; this reaffirmed that they were feeding the baby sufficiently when they put the baby to their breast.
- Mothers return to the session if they have another concern or need more support for a previous concern (See Common Breastfeeding Concerns graphic).
- Peers share stories that relate to another mother experiencing similar issues.
- Participants establish future plans to attend infant classes together and communicate outside of group.
- The opinion of husbands/lovers of the baby was highly influential in the confidence and self-efficacy of breastfeeding of at least two mothers as evidence by the mothers following the recommendations of husband instead of the lactation consultant, JoAnne, and/or their opinion, and expressing uncertainty during the next session.

4 Conclusions

- JoAnne Silber-Flagg, DNP, CRNP, IBCLC possesses the knowledge and skills to provide direct assistance and education that is applicable to the individual mother and infant, or the entire group.
- Peers provide informal tips and create social bonds for support.
- Combined professional and peer support increase the probability of success in this postpartum breastfeeding intervention.

5 Future Directions

- Obtain IRB approval for the study.
- Collect data using the online survey following the Mothers’ Breastfeeding Support Group sessions.
- JoAnne Silber-Flagg and I will analyze the results to see whether the group helps to resolve concerns about breastfeeding and promotes it’s continuation.

6 References


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