

Sources of Information and Support for Breastfeeding Mothers: Alignment with CDC Strategies and Associations with Child Feeding Method at 6 Weeks Postpartum

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Background

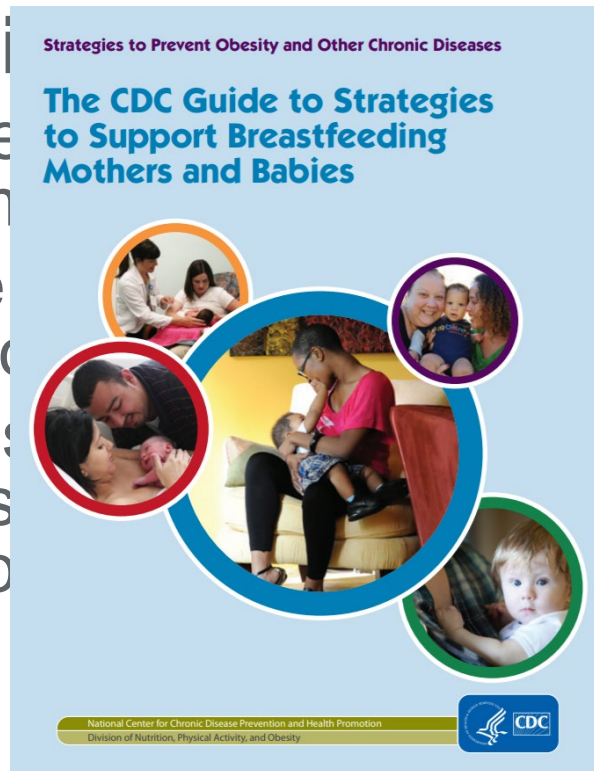
- Research indicates many positive benefits of breastfeeding
- However, initiating breastfeeding and continuing for the recommended duration can be difficult
- Information and support for breastfeeding is needed from multiple sources to help overcome barriers

The Current Study

- Consider different sources of information and support for breastfeeding within the CDC-defined strategies for supporting breastfeeding mothers

- Objectives**

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Method

CDC #1: Maternity Care

Immediate prenatal care during labor and delivery

CDC #2: Professional Education

Improving the knowledge, skills, attitudes, and behaviors of healthcare providers

CDC #3: Professional Support

CDC #4: Peer Support

CDC #5: Workplace Support

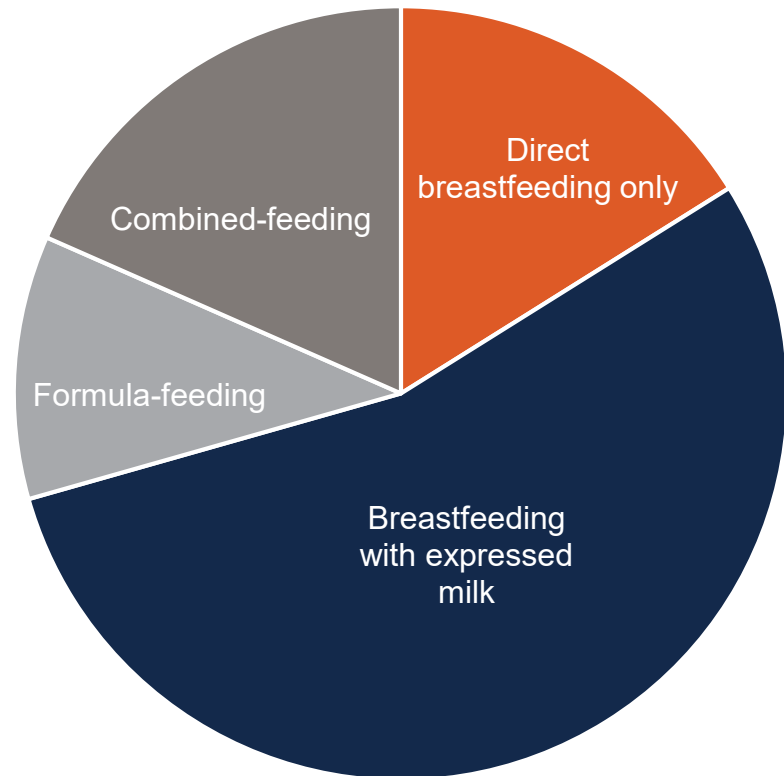
CDC #6: Early Care and Education Support

CDC #7: Education and Information

CDC #8: Social Marketing

Non-CDC: Relative and Friend Support

Feeding Method at 6 weeks Postpartum



Results

Frequency of Receiving Information & Support

	Odds Ratio	95% CI
CDC #7: Education & Information		
Breastfeeding (Direct only)	2.73*	1.06-7.03
Breastfeeding (Pumped milk)	2.22 [†]	0.98-5.00
Combined-feeding	1.61	0.65-3.97

Professional Support

Peer Support

Workplace Support

ECE Support

Education & Information

Relative & Friend Support

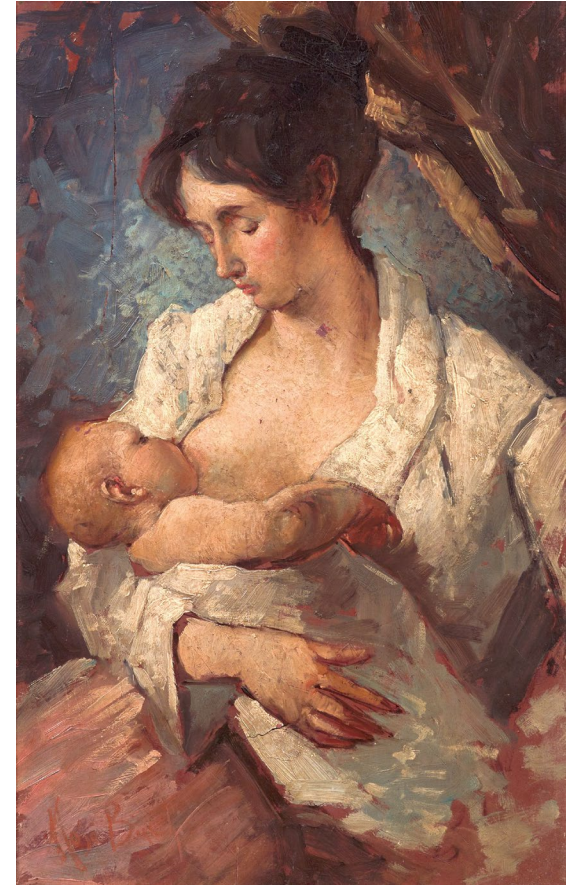
Discussion

- Women at higher risk for breastfeeding cessation received support at lower rates
- Education & information support were the only predictors of odds of breastfeeding
- Novel approaches to information delivery, as well as demographically relevant materials that avoid value judgements, may help reach more families



Discussion Questions

- 1) What other factors are important to consider in relation to the different sources of information and support mothers receive for breastfeeding?
- 2) What methods of delivery would be most useful to get information and support to mothers from a variety of backgrounds?



Thank you!

Sutter, C., Fiese, B. H., Lundquist, A., Davis, E. C.,
McBride, B. A., & Donovan, S. M. (2018). Sources of
Information and Support for Breastfeeding: Alignment with
Centers for Disease Control and Prevention Strategies.
Breastfeeding Medicine, 13(9), bfm.2018.0056.
<http://doi.org/10.1089/bfm.2018.0056>

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