Building a Breastfeeding Culture Using the Six Sources of Influence

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Today’s agenda

- What are the elements of a breastfeeding culture?
  » The socio-ecological model
- Mind the gap
  » Discuss the mismatch between breastfeeding promotion strategies and maternal experience of infant feeding
- Why do we do the things we do?
  » Understand what changes behavior
  » Apply the six sources of influence to build a breastfeeding culture

Mind the gap

Authentic presence
- being there for me
- empathetic approach
- taking time to touch base
- providing affirmation
- being responsive
- sharing the experience
- having a relationship

Facilitative style
- realistic information
- accurate and sufficiently detailed information
- encouragement for breastfeeding
- encouraging dialogue
- offering practical help and being proactive

Reductionist approach
- conflicting information and advice
- standard information
- didactic approach

Disconnected encounters
- undermining, blaming
- feeling pressured
- communicating temporal pressure
- they don’t give you time
- insensitive and invasive touch

Women’s Perceptions and Experiences of Breastfeeding Support: A Metasynthesis

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ABSTRACT: Background: Peer and professional support have been identified as important to the success of breastfeeding. The aim of this metasynthesis was to examine women's perceptions and experiences of breastfeeding support, either professional or peer, to illustrate the components of support that are deemed "supportive." Methods: The metasynthesis included studies of both formal or "trusted" peer and professional support for breastfeeding women, but excluded studies of family or informal support. Qualitative studies were included as well as larger scale surveys if they reported the analysis of qualitative data gathered through interviews, focus groups, surveys, and diaries. Studies were included if they included mothers who initiated breastfeeding were included. Studies published in English, in peer-reviewed journals, and addressing women were included. A search of MEDLINE, CINAHL, PSYCHOINFO, and EMBASE was conducted to identify studies that met the inclusion criteria. Thirty-five papers were included. A thematic analysis was used to identify categories and themes. Results: The metasynthesis revealed four categories, comprising 26 themes. The synthesis indicated that support for breastfeeding occurred along a continuum from authentic

Preparing Women to Breastfeed

Teaching Breastfeeding in Prenatal Classes in the United Kingdom

'It appears that there is a reluctance to discuss potential problems for fear of women being turned off from starting at all... While such an emphasis might work in some cases, especially if there are levels of support in place to assist breastfeeding mothers in the early days, the large number of women who cease breastfeeding in the first few weeks suggests that the levels of support proffered differ or are not always taken up by mothers.'

Breastfeeding mothers report a disconnect between public health recommendations and the realities of infant feeding.

To build a breastfeeding culture, we need to ensure that mothers not only know that they should breastfeed, but that they want to breastfeed, and they can breastfeed.

Why do we do the things we do?

What changes behavior?

Conventional wisdom

Behavior change

- If we give people information, they will do the right thing

Social Cognitive Theory

Albert Bandura

Is it worth it?

Can I do it?

How will you motivate and enable change?

- Is it worth it?
- Can I do it?

Don’t confuse results with behaviors

**Results**
- Increase the breastfeeding initiation rate
- Reduce formula supplementation
- Prolong breastfeeding duration

**Behaviors**
- Practice skin-to-skin for the first hour of life
- Respond to infant feeding cues
- Offer practical help and advice

Find Vital Behaviors

The Life Cycle of Guinea Worm Disease

- [Image of the life cycle]

MOTIVATION | ABILITY
---|---
PERSONAL | Make the Undesirable Desirable | Surpass Your Limits
SOCIAL | Harness Peer Pressure | Find Strength in Numbers
STRUCTURAL | Design Rewards and Demand Accountability | Change the Environment

Is it worth it?

Can I do it?
Intrinsic Satisfaction

- Help people to extract intrinsic satisfaction from the right behavior or feel displeasure with the wrong behavior
  - ‘Try it’ – immerse people in the activity
  - Focus on a sense of accomplishment
  - Reconnect the vital behavior to a person’s sense of values
  - Fight moral disengagement
  - Help resistant people discover links between vital behaviors and their own values

When we fail to describe the hazards of artificial feeding, we deprive mothers of crucial decision-making information. The mother having difficulty with breastfeeding may not seek help just to achieve a “special bonus,” but she may clamor for help if she knows how much she and her baby stand to lose.

Does fear motivate behavior change?

On the Psychology of Passion: In Search of What Makes People’s Lives Most Worth Living

Harmonious passion supports nurturing relationships at the breast

Obsessive passion narrows a mother’s focus, fostering guilt and blame.
Personal ability
- Devote attention to clear, specific and repeatable actions
  - Insist on feedback
  - Break tasks into discrete actions and practice in a low-risk environment
  - Build in recovery strategies – tell the right stories about setbacks
  - Regain emotional control

Feeding Cues
- Rooting
- Mouthing
- Flexed arms and legs
- Clenched fingers and fists over chest and tummy
- Fast breathing
- Sucking noises / motions

Engagement
- Eyes open, face relaxed, raised head, following voice

Disengagement
- Looks away, faster breathing, yawning, grimace, glazed look
WIC program developed by Jane Heinig and the UC Davis Human Lactation Center

Teaches families to recognize infant cues for hunger, satiety, and engagement/disengagement

http://www.cdph.ca.gov/programs/wicworks/Pages/WICCaliforniaBabyBehaviorCampaignDrJaneHeinigsTraining.aspx


Personal Ability

No Latch in 12 hours: Suggested script

The “baby steps” of learning will come more naturally if we keep him (her) skin-to-skin with you and just practice breastfeeding. There are lots of things we can do to help him (her) learn. Most babies do a lot of sleeping in the first day.

Your baby is just recovering from the birth.

Your baby is just trying to figure out the world.

Put on your light if your baby starts moving around or wakes up. I’ll come in and help you.

This is a learning time for both of you. This is hard now, but it will get easier.

http://newborns.stanford.edu/Breastfeeding/PMGs.html#nolatch

Women wanted to be able to give their own views, and in group learning situations such as antenatal education, women liked to discuss and share their views with others.