Building a Breastfeeding Culture

Alison Stuebe, MD, MSc, FACOG, FABM
astuebe@med.unc.edu
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
MADRE O VACA
EL 30% DE LAS ESPAÑOLAS ALIMENTA A SUS HIJOS SÓLO CON SU LECHE DURANTE SEIS MESES
LA ORGANIZACIÓN MUNDIAL DE LA SALUD QUIERE QUE LAS MUJERES AMAMANTE DURANTE DOS AÑOS
ALGUNOS SECTORES FEMINISTAS VEN EN ELLO UNA ESTRATEGIA PARA REVOLVERLAS A CASA

LOS 50 MAYORES PILLOS DE LA HISTORIA DE ESPAÑA:
DE EL TAFUR (XIII) a JULIAN MUÑOZ (XXI)

MODA MUY SENSUAL CON IRINA SHAYK, LA NOVIA DE CRISTIANO RONALDO

NIEVES HERRERO ENTREVISTA A NIEVES HERRERO PARA HABLAR DE SU LIBRO
Women’s Perceptions and Experiences of Breastfeeding Support: A Metasynthesis

Virginia Schmied, PhD, MA (Hons), RM, Sarah Beake, MA, RM, RN, Athena Sheehan, PhD, MN, RM, Christine McCourt, PhD, BA, and Fiona Dykes, PhD, MA, RM

ABSTRACT: Background: Both 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 illuminate the components of support that they deemed “supportive.” Methods: The metasynthesis included studies of both formal or “created” peer and professional support for breastfeeding women but excluded studies of family or informal support. Qualitative studies were included as well as large-scale surveys if they reported the analysis of qualitative data gathered through open-ended responses. Primiparas and multiparas who initiated breastfeeding were included. Studies published in English, in peer-reviewed journals, and undertaken between January 1990 and December 2007 were included. After assessment for relevance and quality, 31 studies were included. Meta-ethnographic methods were used to identify categories and themes. Results: The metasynthesis resulted in four categories comprising 20 themes. The synthesis indicated that support for breastfeeding occurred along a continuum from authentic
**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

Preparation of 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?
Resources
Conventional wisdom

Behavior change

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

<table>
<thead>
<tr>
<th></th>
<th>MOTIVATION</th>
<th>ABILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERSONAL</td>
<td>Make the Undesirable Desirable</td>
<td>Surpass Your Limits</td>
</tr>
<tr>
<td>SOCIAL</td>
<td>Harness Peer Pressure</td>
<td>Find Strength in Numbers</td>
</tr>
<tr>
<td>STRUCTURAL</td>
<td>Design Rewards and Demand Accountability</td>
<td>Change the Environment</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>PERSONAL</th>
<th>MOTIVATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make the Undesirable Desirable</td>
<td></td>
</tr>
</tbody>
</table>
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.

‘Benefits of Breastfeeding’

‘Risks of not Breastfeeding’

Diane Wiessinger
Does fear motivate behavior change?

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

ROBERT J. VALLERAND
Laboratoire de Recherche sur le Comportement Social, Université du Québec à Montréal

Abstract
The purpose of the present paper is to present a new conceptualisation on passion for activities, the Dualistic Model of Passion (Vallerand et al., 2003) and an overview of related research. Passion is defined as a strong inclination toward an activity that people like, find important, and in which they invest time and energy. This model further

Abstract
The purpose of the present paper is to present a new conceptualisation on passion for activities, the Dualistic Model of Passion (Vallerand et al., 2003) and an overview of related research. Passion is defined as a strong inclination toward an activity that people like, find important, and in which they invest time and energy. This model further

Abstract
The purpose of the present paper is to present a new conceptualisation on passion for activities, the Dualistic Model of Passion (Vallerand et al., 2003) and an overview of related research. Passion is defined as a strong inclination toward an activity that people like, find important, and in which they invest time and energy. This model further

Abstract
The purpose of the present paper is to present a new conceptualisation on passion for activities, the Dualistic Model of Passion (Vallerand et al., 2003) and an overview of related research. Passion is defined as a strong inclination toward an activity that people like, find important, and in which they invest time and energy. This model further
Harmonious passion supports nurturing relationships at the breast.

Obsessive passion narrows a mother’s focus, fostering guilt and blame.
The miracle is you – and the milk only moms can make. Whether you breastfeed, use donor milk, or neither, finding the right support can make all the difference. Best for Babes will cheer you on and help you navigate the “Booby Traps” — the barriers that keep moms from achieving their personal breastfeeding goals.

http://www.bestforbabes.org
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
How do I explain this?

What do you want?

How do I explain this?

We can help moms to read infant cues
‘Your baby has a fuel guage’

- Rooting
- Mouthing
- Flexed arms and legs
- Clenched fingers and fists over chest and tummy
- Fast breathing
- Sucking noises/motions
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. You are doing a great job.

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
Build in recovery strategies – tell the right stories about setbacks

‘When information was not realistic, however, positively intended, it was not viewed as supportive, particularly when women encountered difficulties:

“You are told over and over that there is only pain if the baby is not attached properly. Well I am sorry, but I beg to differ”

Harness peer pressure

- Respected and connected people can exert enormous influence
  » Identify and work with opinion leaders
  » Make it safe to talk about high stakes, controversial topics
  » Create a new social network to support the behavior
Identify and work with opinion leaders

- Social contacts beyond local community
- Trusted by local community members
- Not formal leaders
- Highly attuned to the acceptability of new innovations to community
Make it safe to talk about high stakes, controversial topics

“… The need to portray breastfeeding as the preferable method of infant feeding leads supporters to downplay the reality of pain for some women, which means that the experience does not match the ideal rendered in the classes… It’s time we paid attention to the unforeseen effects of mixing advocacy and practical skills in the prenatal classroom.”
Find strength in numbers

- Build social capital
  - Include those who are creating the problem in solving the problem
  - Turn disablers into enablers
  - Create and support teams
  - Ensure solidarity

Influencer® is the registered intellectual property of VitalSmarts, LC and a limited permission has been provided from VitalSmarts to utilize the mark and copyright for today’s presentation only.
Create and Support Teams
Create and Support Teams

What I’ve learned, now that Judah is 15 months, is that like football, breastfeeding is truly a team sport. Angie always has the ball but it’s still my job to be 100% supportive even from the sidelines.

Justin Forsett
Hey Dad. Looking for a little help?

You've come to the right place. This is a guy's site - developed by fathers for fathers. We've been in your shoes. We all remember what it was like to be a new dad - overwhelming, confusing, intimidating, tiring, but also amazing and just really cool. We want to help you get to the cool part by answering your basic questions about babies, new moms and new dads.

Watch video

http://www.newdadmanual.ca/index.php
Grandmother Breastfeeding Support: What Do Mothers Need and Want?

- Health care practitioners need to ask grandmothers about their infant feeding beliefs and practices
- Help grandmothers find ways other than feeding to support new mothers and to bond with their grandchildren
- Give mothers permission to breastfeed in family gatherings
- Confront and understand the cultural sources of their infant feeding practices and beliefs about breastfeeding

Structural motivation

• Use incentives and punishments wisely
  » Start with intrinsic and social motivators
  » Celebrate small wins & reward good behavior
  » Make sure rewards are linked to vital behaviors, not outcomes
  » Consider small, heartfelt tokens of appreciation
  » Use punishment sparingly
    • First, take a shot across the bow
    • Follow through if behavior persists
Thank you for breastfeeding! We’re cheering you on, Babe!

With love,

Best for Babes

If you are ever harassed for breastfeeding, call our hotline. You are not alone! Best for Babes is working hard to Beat the Breastfeeding Booby Traps® and stop the bullying!

855-NIP-FREE
bestforbabes.org
Celebrating the Journey

with 25 comments

“It showed me that I did and was doing something special and that is worth recognition. It also made me want to continue. “

“It was a huge congratulations for us and it made the kids excited that we’d done a good thing together. It showed others that you supported us through our struggles, which I think is HUGE to advertise, explain and share with other Moms who want to nurse.”

“For me it was a finish line. A goal to make it to. Thank you for that, cause I would have quit sooner.”

These are quotes from mothers in my practice and they are talking about a t-shirt.

I give a t-shirt to breastfeeding moms and their 1 year olds at the one year well visit. I’ve been doing it for years. I pay for them myself and I do it because I figure that if you make it through all the obstacles that we throw in the way of successful breastfeeding, somebody should congratulate you.

“The shirts represented that I had done something really important for my kids. I was thrilled to earn one for both kids. I also wanted to show others that active moms do breastfeed. “

I have heard courageous stories of breastfeeding against overwhelming obstacles and am always impressed and determination of mothers to continue past those obstacles. I have also heard the pain when mothers don’t meet their nursing goals. So we celebrate the journey– we don’t need to make it about just the ending. Let’s be proud of ourselves as mothers who choose to nurse.

http://bfmed.wordpress.com/2010/05/13/celebrating-the-journey/
Consider small, heartfelt tokens of appreciation
Structural ability

- Look for the influence of things
  - Clues from the environment profoundly influence behavior
  - Make the invisible visible
  - Pay attention to physical space
    - Create opportunities for informal contact and communication
  - Make the behavior unavoidable
Clues from the environment
The MotherBaby is a two-person organ system.
Make the invisible visible

http://adventuresofalabornurse.com/2014/06/11/black-breastfeeding-moms/
Create opportunities for informal contact and communication

‘Breastfeeding at The Beach’ weekly team meeting at UNC
## Addressing common breastfeeding challenges

<table>
<thead>
<tr>
<th></th>
<th>MOTIVATION</th>
<th>ABILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PERSONAL</strong></td>
<td>• Share personal stories</td>
<td>• Teach cues</td>
</tr>
<tr>
<td></td>
<td>• Set honest expectations</td>
<td>• Build efficacy</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Rehearse recovery strategies</td>
</tr>
<tr>
<td><strong>SOCIAL</strong></td>
<td>• Plan for social support</td>
<td>• Ensure training for supporters</td>
</tr>
<tr>
<td></td>
<td>• Create new social networks</td>
<td>• Address disablers</td>
</tr>
<tr>
<td><strong>STRUCTURAL</strong></td>
<td>• Celebrate small wins</td>
<td>• Integrate systems of care</td>
</tr>
<tr>
<td></td>
<td>• Align incentives with personal, social motives</td>
<td>• Make breastfeeding visible</td>
</tr>
</tbody>
</table>

*Influencer® is the registered intellectual property of VitalSmarts, LC and a limited permission has been provided from VitalSmarts to utilize the mark and copyright for today’s presentation only.*
Case study: Restricting pacifiers reduces exclusive breastfeeding rates

Pacifiers use restricted in mother-baby unit

<table>
<thead>
<tr>
<th></th>
<th>MOTIVATION</th>
<th>ABILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERSONAL</td>
<td>Make the Undesirable Desirable</td>
<td>Surpass Your Limits</td>
</tr>
<tr>
<td>SOCIAL</td>
<td>Harness Peer Pressure</td>
<td>Find Strength in Numbers</td>
</tr>
<tr>
<td>STRUCTURAL</td>
<td>Design Rewards and Demand Accountability</td>
<td>Change the Environment</td>
</tr>
</tbody>
</table>

*If you give your healthy newborn a pacifier, it can make it harder for your baby to learn to breastfeed and decrease your milk supply.*

*No specific script was instituted to verbally instruct parents on infant soothing techniques or use of pacifiers.*

*Pacifiers began to be stored in a standard, locked, supply management system.*
Inspiring Breastfeeding

I’ve spent more than a decade as a breastfeeding mom, physician, and advocate. Early on, I remember thinking that all the world needed was a few scientific studies showing how much lactation mattered to the health of mothers and babies. But data doesn’t change behavior -- instead, we need to focus on vital behaviors and employ multiple levels of influence to enable every mother to exercise her right to breastfeed her children.

Lactancia en liberada advocates for normalization of breastfeeding in Spain.

Pinned from lactanciaenlibertad.org

From Bump to Breastfeeding, a brilliant series of videos from BestBeginnings.co.uk, presents the breastfeeding journeys of 9 women in the UK.

Pinned from bestbeginnings.org.uk

The Baby Buddy app from Best Beginnings offers day-by-day support from conception through postpartum, including
A single hand cannot nurse a child.
- Swahili Proverb

Photo: Quintessence Foundation / http://www.babyfriendly.ca