

Report to B.O.O.B.S. on breastfeeding intention, pre- and post-intervention testing

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Data evaluation

- In Oct, 2020, data on 114 mothers were provided by Dr. Janelle McClain in a dataset indicating mothers' intention to breastfeed. The mothers'

- Intention was measured using five questions:

“I am planning to only formula feed”

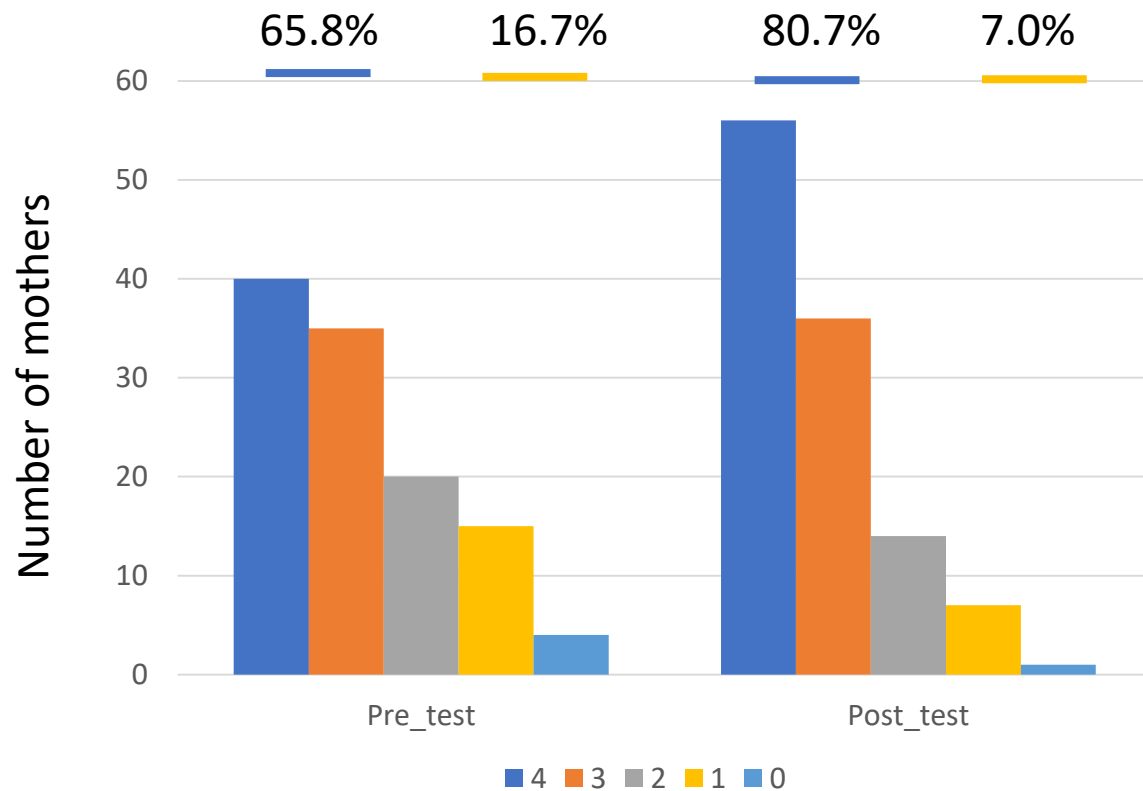
“I am planning to breastfeed my baby or at least try”

“When my baby is 1 month old I will be breastfeeding without using any formula or other milk” (the same question was repeated by asking about 3 months and 6 months)

(Scale: 4=strongly agree, 3=agree, 2=neither agree nor disagree, 1=disagree, 0=strongly disagree)

Intention to exclusively breastfeed at 1 month

Histogram of pre and post-test

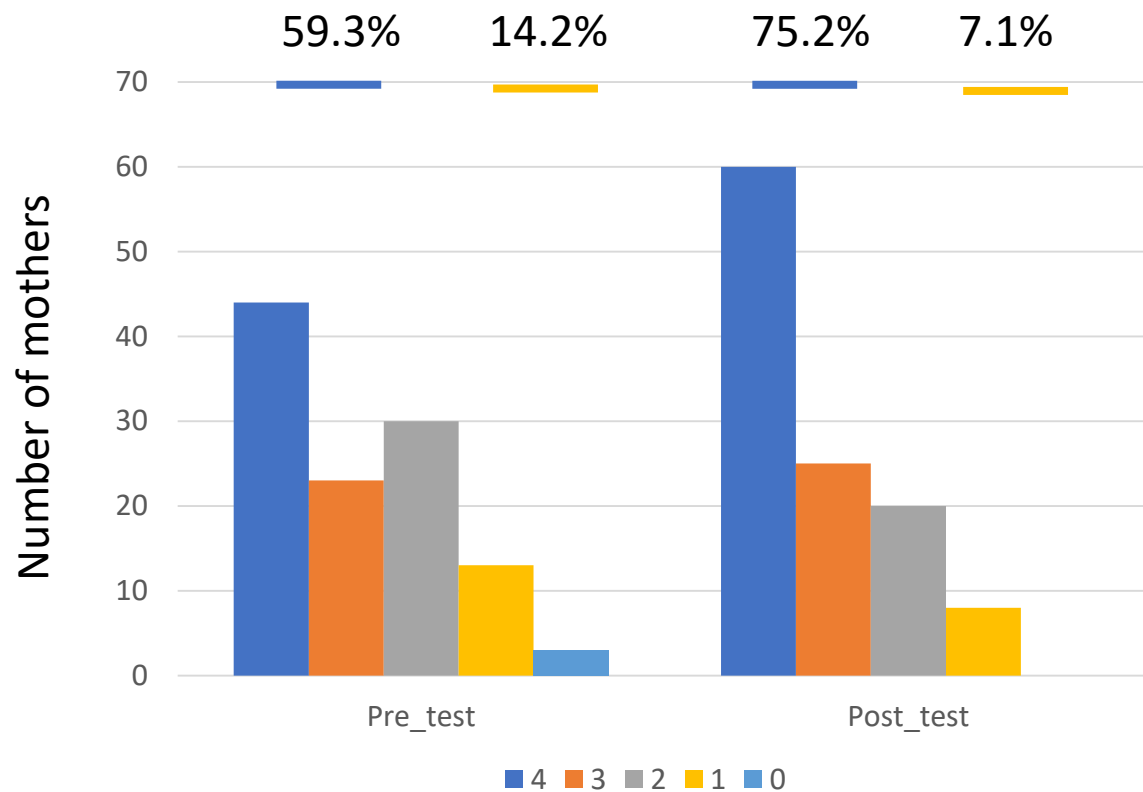


Summary

- There were 114 with pre- and post-test data. There was a strong shift in intention to exclusively breastfeed at 1 month comparing the matched pre and post-test results by signrank ($p < 0.001$).
- The percentage of mothers indicating that they agreed or strongly agreed was 66% in the pre-test, which increased to 81% in the post-test, whereas the percentage who disagreed decreased (pre: 17%, post: 7%)

Intention to exclusively breastfeed at 3 month

Histogram of pre and post-test

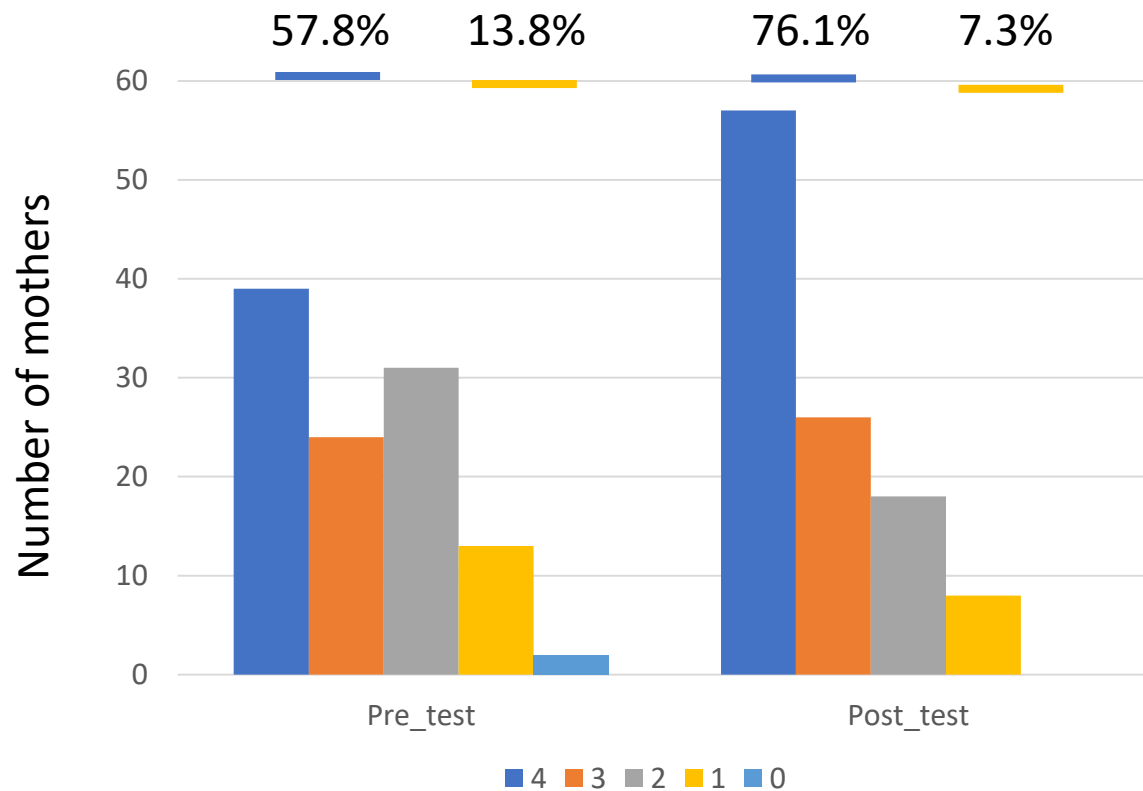


Summary

- There were 113 with pre- and post-test data. There was a strong shift in intention to exclusively breastfeed at 3 months comparing the matched pre and post-test results by signrank ($p < 0.001$).
- Mothers indicating that they agreed or strongly agreed was 67 (59.3%) in the pre-test, which increased to 85 (75.2%) in the post-test.
- The number/percentage who disagreed decreased: pre – 16 (14.2%) vs post – 8 (7.1%)

Intention to exclusively breastfeed at 6 month

Histogram of pre and post-test

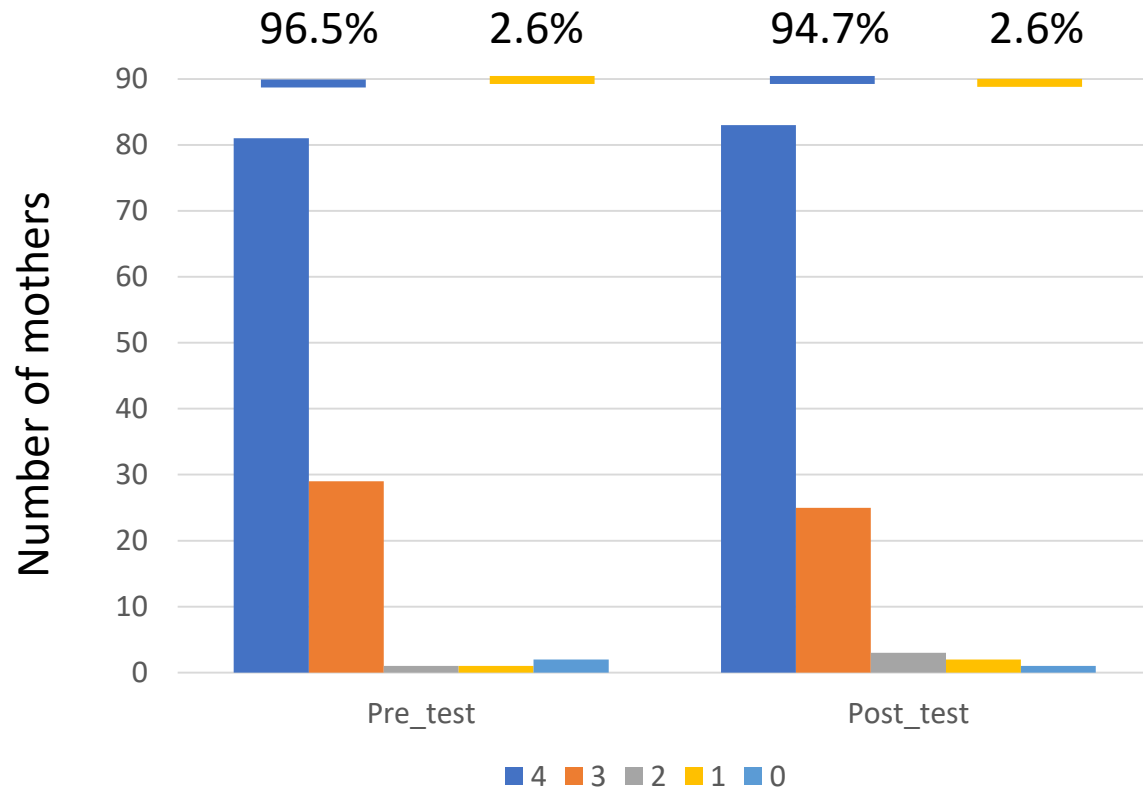


Summary

- There were 109 with pre- and post-test data. There was a strong shift in intention to exclusively breastfeed at 6 months comparing the matched pre and post-test results by signrank ($p < 0.001$).
- Mothers indicating that they agreed or strongly agreed was 63 (57.8%) in the pre-test, which increased to 83 (76.1%) in the post-test.
- The number/percentage who disagreed decreased: pre – 15 (13.8%) vs post – 8 (7.3%)

Intention to breastfeed or try to breastfeed

Histogram of pre & post-test

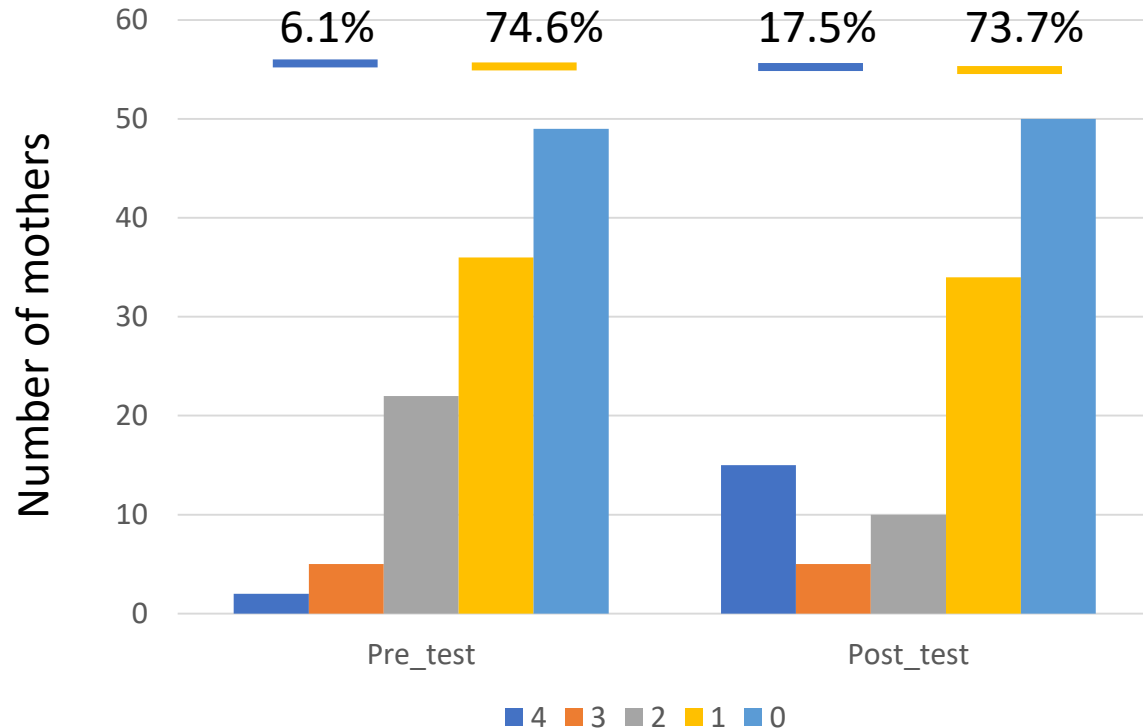


Summary

- There were 114 with matched pre- and post-test data. There was no significant difference in intention to initiate or try BF by signrank test.
- Pre-test, 110/114 (96.5%) of mothers agreed or strongly agreed that they intended to try to BF.
- Post-test, 108/114 (94.7%) agreed or strongly agreed.
- Only 3/114 (2.6%) in both pre- and post-tests disagreed regarding the intention to BF.

Intention to formula feed

Histogram of pre and post-test



Summary

- There were 114 with pre- and post-test data. There was no significant difference in intention to formula feed between pre and post-test responses by signrank test.
- Only 7 (6.1%) agreed or strongly agreed with intention to solely formula feed in the pre-test. But this increased to 20 (17.5%) indicating intention to formula-feed in the post-test. This could have potentially been due to scale confusion: only 3 maintained their intention to formula feed pre and post-test, whereas 8 mothers switched from disagreement at pre-test to agreement at post-test.
- There were about 74% who disagreed or strongly disagreed in both pre- and post-test.