

Becoming Baby-Friendly in Oklahoma

What's Dad Got to Do With It?

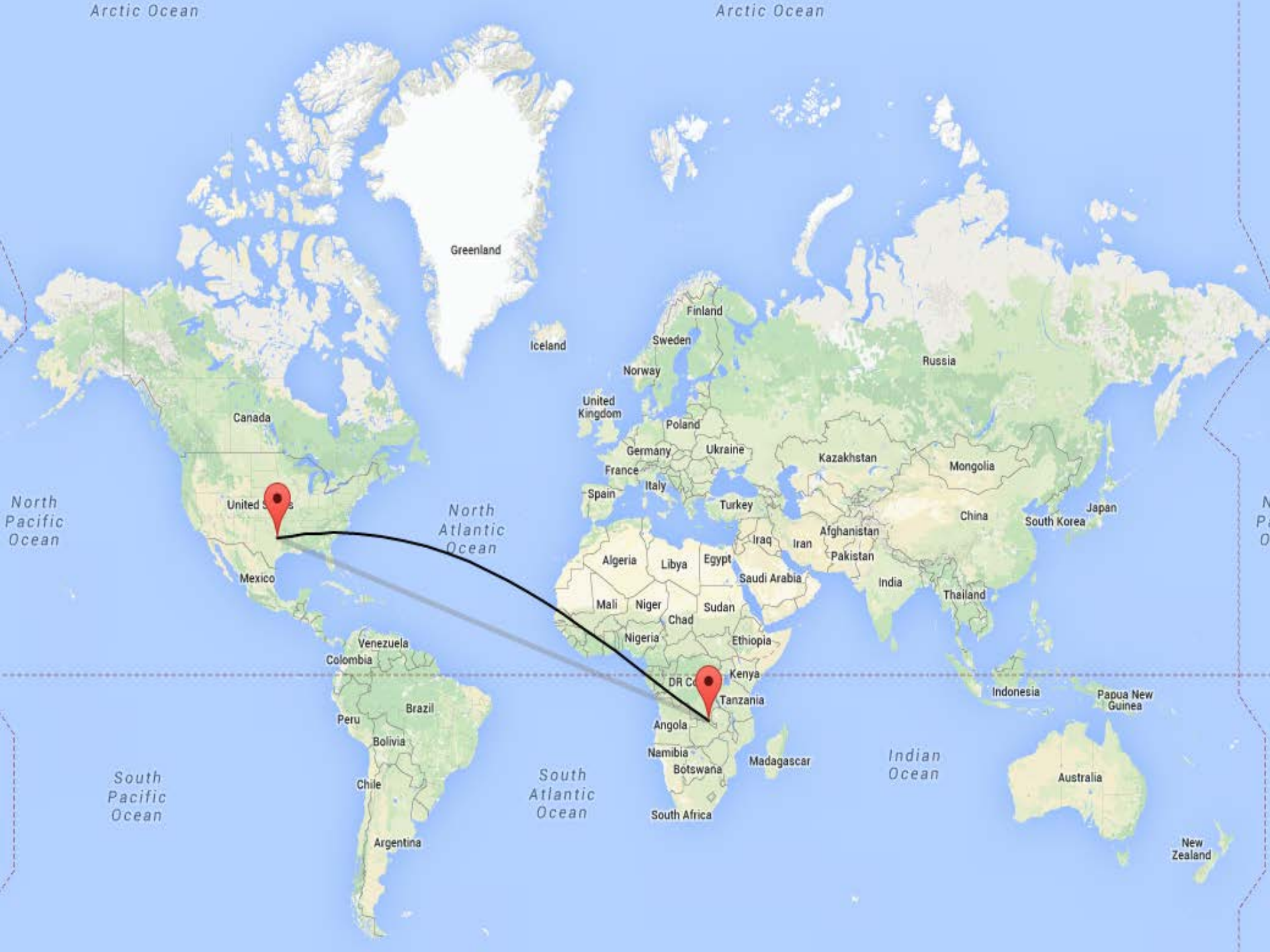
Muswamba Mwamba, MPH, IBCLC, RLC

2/12/16



Breastfeeding Support

Breastfeeding Support





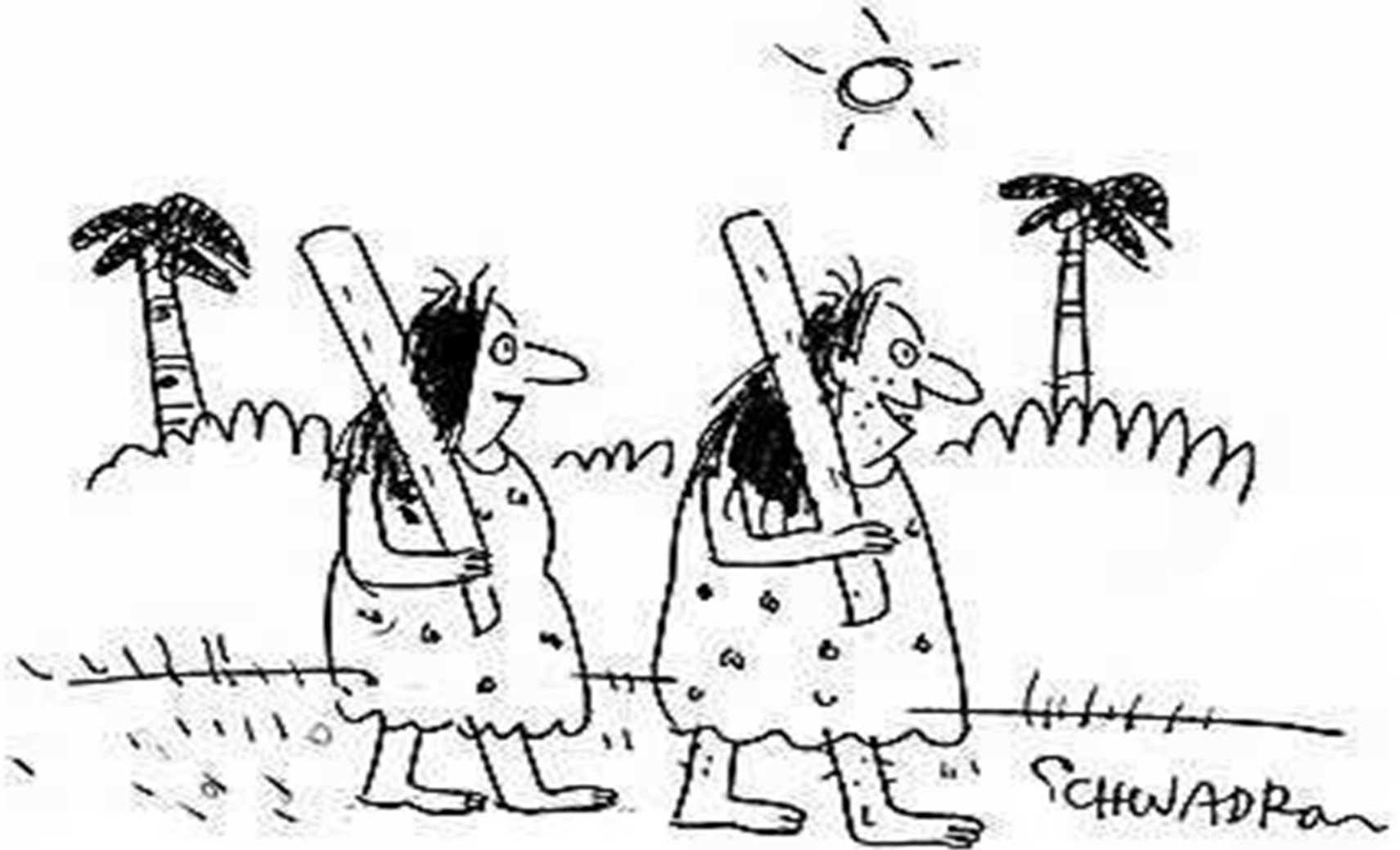
Breastfeeding Support

Breastfeeding Support





History of Father's Place at Birth



Fatherhood = Social Construct & Not biological Role

In Western World

(Cassidy, Birth, 2006)

**1522 Dr. Wertht
Hamburg - Germany**



1946 Virginia Mason Hospital - Seattle Fathers Presence



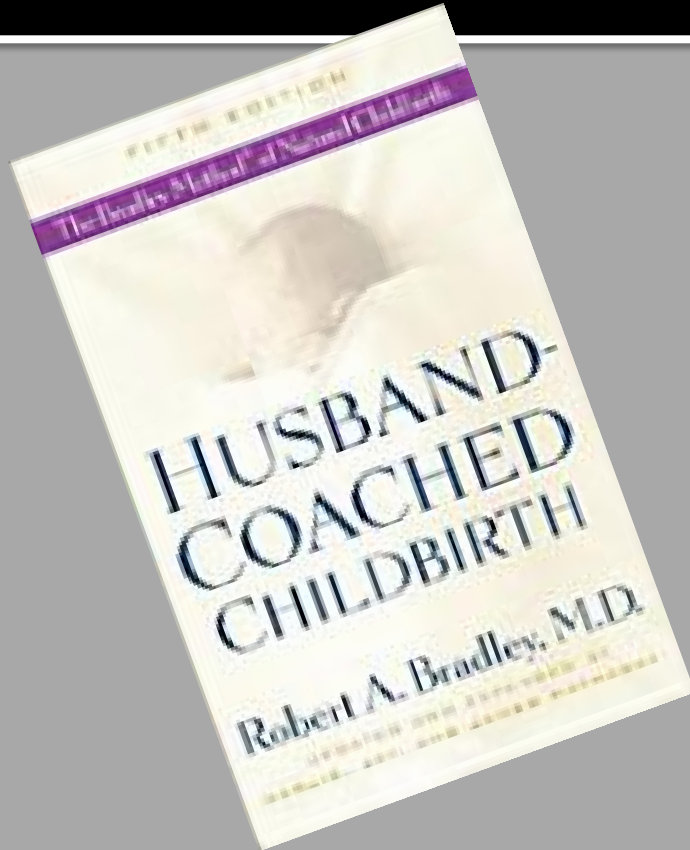
1953 Mount Sinai Hospital - NY Prenatal Classes



- 1964 – Fathers presence at birth Legal in CA
- 1964 – John Keim fined \$ 150
- 1970 – Evelyn and Bruce Fitzgerald
- 1982 – Edward Coach allowed to witness his girlfriend

Dr Robert Bradley (1917-1998)

- 1965 Published *Husband-Coached Childbirth*



WIC ?

WIC STORY

1974

- 1972 – Law
- 2 years project
- \$ 20 Million

USDA
RELECTANCE

- \$ 250 Million
- 1974 – Kentucky
- 88 Thousands Participants

Anemia

WIC STORY

1974

- Anemia
- 1972 – Law
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USDA
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2015

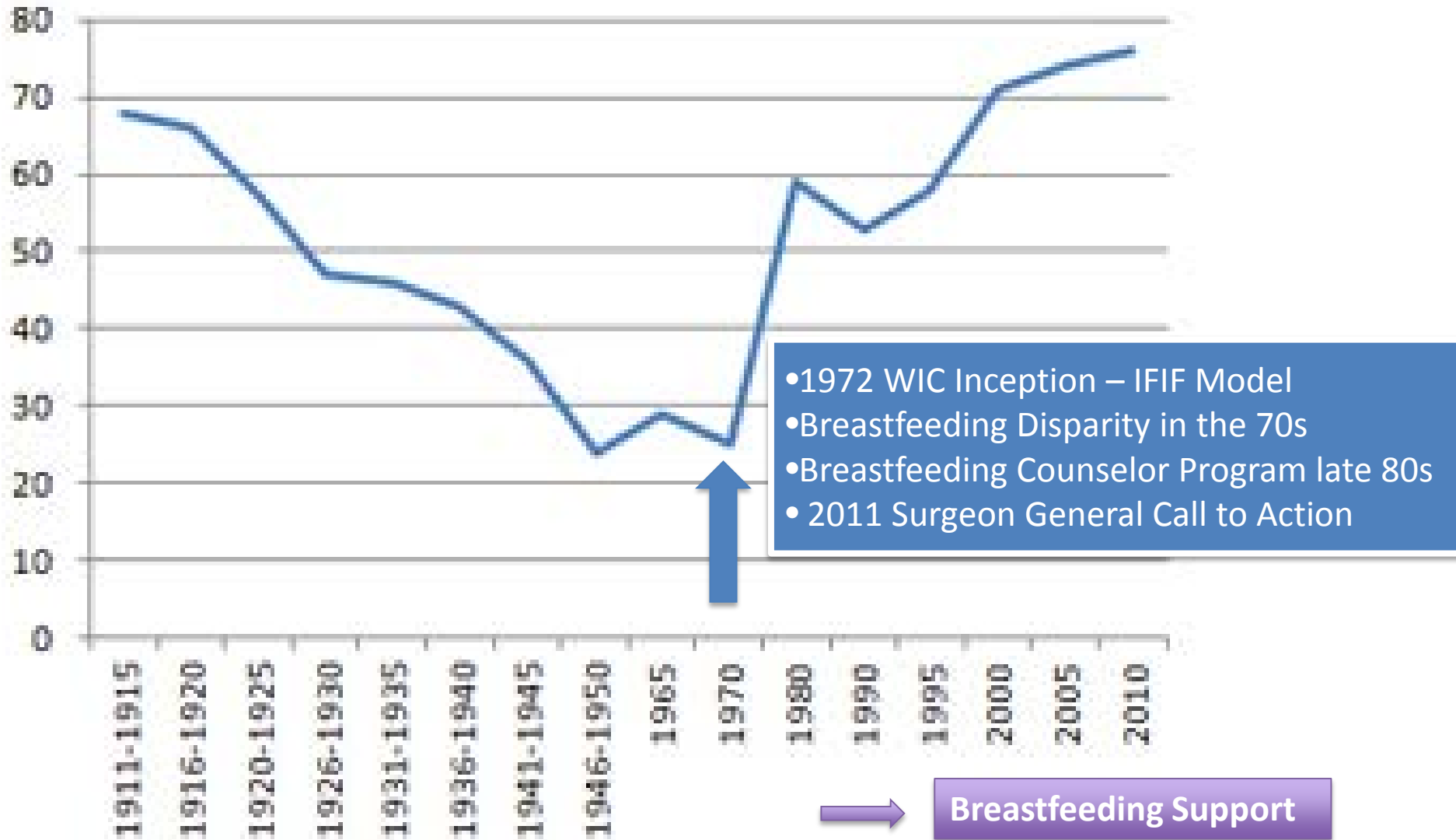
- 9 Million
- 50 % of USA Babies
- 25 % of Children 1 to 5

OBESITY

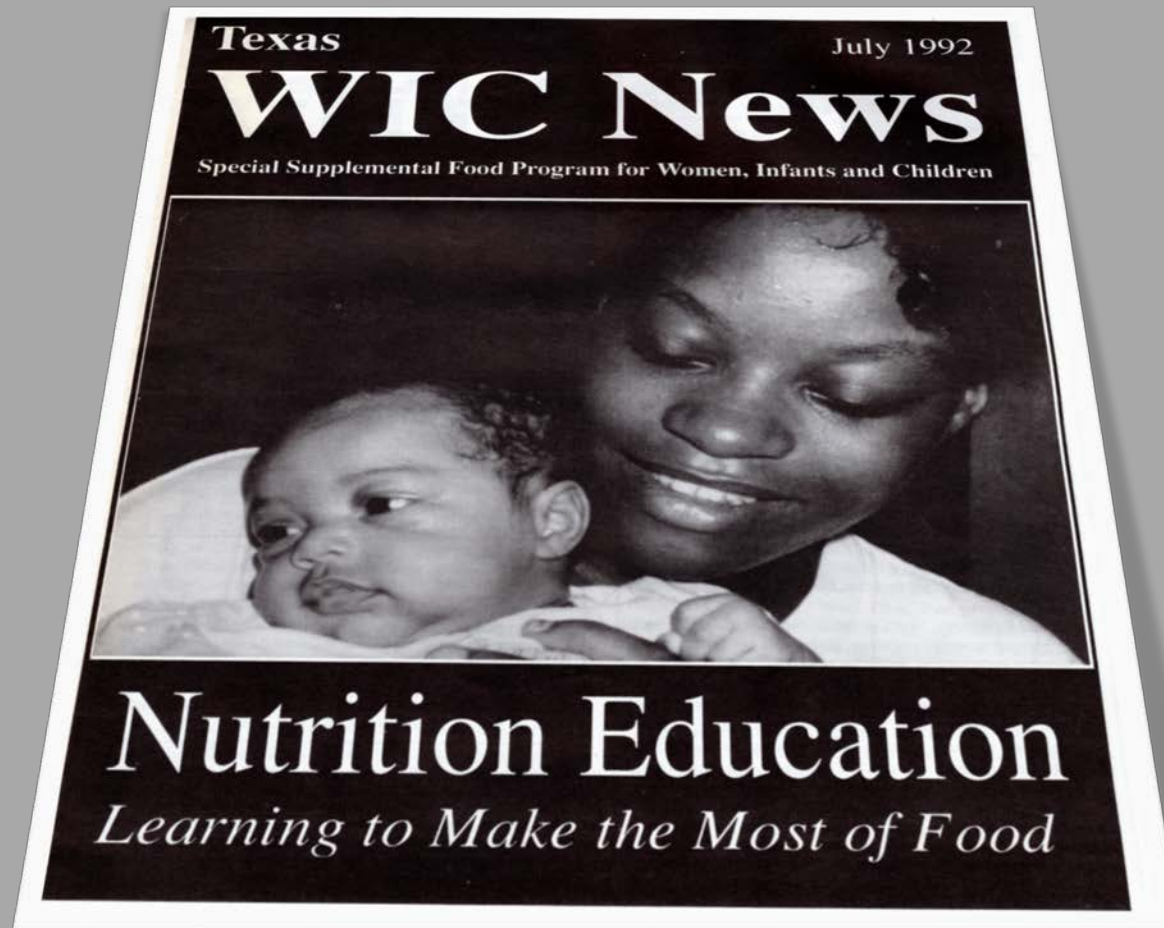


BREASTFEEDING

Breastfeeding Initiation rate in the US 1910 - 2010



1992 Texas WIC News



1992 Texas WIC News

Dallas Begins Peer Counselor Program

14 Counselors Already Working in Clinics

"We're off to a good start...and it's going to get better!" was one of many favorable comments heard recently at the City of Dallas WIC program.

Fourteen WIC participants completed breastfeeding peer counselor training and headed for the clinics to encourage other new mothers to consider breastfeeding.

Breastfeeding coordinators Nadirah Shepherd and Lori Petri, R.D., conducted the training workshops.

The training was completed by DeLisa Branch, Kim Bryant, Glenna Gambrell, Leisa

Hutchinson, Estafana Medrano, Milagros Morante, Annelle Munn, Regina Perry, Kim Ryan, Salwa Salah, Cathy Turner, Leigio Velasquez, Grace Weise and Lillie Williams. All 14 participants had perfect attendance for the five four-hour workshop sessions.

Graduation Guest Speaker

Colleen Hines, R.N., M.S., clinical nurse specialist in obstetrics at Parkland Memorial Hospital in Dallas, was the guest speaker for the graduation ceremony on April 3. Family and

friends of the breastfeeding peer counselors attended the program.

Certified and on Their Way

Each peer counselor received a framed certificate from project manager Marie Zaczkowski, M.S., R.D.

The newly trained breastfeeding counselors began working in the WIC clinics in April. An additional 11 peer counselors are being trained this summer.

*-by Hazel Cattlett,
Project 7 Nutrition Education
Coordinator*



A new Project 7 peer counselor displays her certificate with daughter and WIC staffers.

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Breastfeeding News

Study Finds Support From Father Important

Women are more likely to breastfeed if they have their husbands' support and encouragement, according to a study at the USDA's Children's Nutrition Research Center in Houston.

Results from the study, directed by Dr. Gary Freed, former pediatrics resident at Baylor College of Medicine and currently with the University of North Carolina at Chapel Hill, indicate prenatal education could be the key.

"This study examined the expectant father's attitude and influence on the mother's decision to breast- or bottle feed," said Ken Frawley, CNRC co-investigator and biostatistics programmer at Baylor.

During the first session of childbirth education classes, 268 men were asked about plans to feed their soon-to-arrive infant. Fifty-eight percent reported that the mother-to-be planned to breastfeed.

The men were then asked to fill out a questionnaire that explored perceptions and knowledge of breastfeeding. Responses revealed many expectant fathers did not know breastfed infants are more resistant to infection than bottle-fed babies. The survey also included general demographic information, including age, race and income level.

Frawley said investigators found differences in attitudes between men whose partners did and did not intend to breastfeed.

"Men in the group whose wives intended to breastfeed said they believe breastfeeding is better for the baby, helps with infant bonding and protects the infant from disease. These men also reported they wanted their wives to breastfeed and had respect for breastfeeding women.

"On the other hand, women whose partners



thought breastfeeding was bad for breasts, made breasts ugly, interfered with sex and, in general, knew little about the nutritional benefits of breastfeeding, reported a greater intention to bottle feed," Frawley said.

Freed said he believes the study reveals a number of misconceptions and a lack of education regarding breastfeeding.

"Fathers need to be included in the nutritional aspect of their child's well-being as well as the general childbirth information provided in prenatal classes," Frawley said.

Educational programs could be developed to dispel misconceptions and convey the positive benefits of breastfeeding.

"It is unrealistic to expect fathers to be more supportive if their role is not recognized and they are not equipped to make an informed decision," Frawley said.

Fathers' Breastfeeding Education

- **Documented for more than 30 years**
 - Freed, G. L., Fraley, J.K., & Schanler, R.J. (1992). *Attitudes of expectant fathers regarding breastfeeding*. Pediatrics, 90 (2), 224-227
 - Bar- Yam, N. B., & Darby, L. (1997). *Fathers and Breastfeeding: A review of the Literature*. Journal of Human Lactation, 13 (1), 25-50
- **Few intervention strategies**

The New Millennium

- Healthy People 2000
 - First time – objectives for racial and ethnic minority
- US Government
 - First time – Breastfeeding data collection
- Arora, S., McJunkin, C., Wehrer, J., & Kuhn, P. (2000). *Major factors influencing breastfeeding rates: Mother's perceptions of father's attitudes and milk supply*. *Pediatrics*, 106, 1-5.

Three main reasons of Bottle-feeding choice

1.

2.

3.

Others topics:

- Culture
- Prenatal care
- Parenting preparation
- Newborn needs
- Breastfeeding Support
- Healthcare personnel
- Postpartum Depression
- Parenting with skills

Three main reasons of Bottle-feeding choice

1.

2.

3. Return to work

Others topics:

- Culture
- Prenatal care
- Parenting preparation
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- Healthcare personnel
- Postpartum Depression
- Parenting with skills

Three main reasons of Bottle-feeding choice

1.

**2. Uncertainty regarding the
quantity of breast milk**

3. Return to work

Others topics:

- Culture
- Prenatal care
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- Postpartum Depression
- Parenting with skills

Three main reasons of Bottle-feeding choice

1. Mother perception of
father's attitude

2. **Uncertainty regarding the
quantity of breast milk**

3. **Return to work**

Others topics:

- Culture
- Prenatal care
- Parenting preparation
- Newborn needs
- Breastfeeding Support
- Healthcare personnel
- Postpartum Depression
- Parenting with skills


2002 Texas State WIC Program



Jewell Stremler
State PC Coordinator

• 2002 Father-to-father pilot program.

• Men and the Breastfeeding Experience
Class NE Lesson Code BF-000-22

 **NE LESSON CODE BF-000-22**
Men and the Breastfeeding Experience
Los hombres y la lactancia

This is a motivational and educational lesson for prospective fathers and may be presented to them with or without their pregnant partners being present. It encourages dads to support their partner's efforts to breastfeed.

OBJECTIVES:
Participants will be able to:

- ◆ name 3 ways dad can help support breastfeeding when mom and baby come home from the hospital or birthing center.
- ◆ name 3 ways dad can bond closely with the new baby.

MATERIALS:
TV VCR
Videotape program: *Men and the Breastfeeding Experience* (produced by Vida Productions, available in English and Spanish approximately 5 minutes), segment following *Breastfeeding: The How-To, Can Do* video. To order additional copies use the Texas WIC Material Order form and fax to Publication Coordinator at (512) 458-7446. Those outside Texas WIC may order the video from Vida Productions at www.vida-health.com.

Soft ball
Walnut
Fennis ball
Love You Dad poster, stock #13-57, English
Snacks, such as water, apples, crackers, cheese (optional)
Oral and written evaluations

HANDOUTS:

- ◆ *Especially for Dads*, stock #13-53, English, or the revised version, *Dad*, stock #13-53 English and stock # 13-53A Spanish.
- ◆ *Dad's Role in Supporting Breastfeeding*, included in the "All You Need to Know" section of the Texas Breastfeeding Initiative Community Action kit

Note about New Lesson Survey Forms:
The first few times a new lesson is presented, staff and participants need to complete the survey forms attached at the end of this lesson. Please note that the staff survey form is different from the participant survey form. Only 10-20 participant surveys need to be completed. Please mail completed New Lesson Surveys to:

Delores Preece
Texas Department of Health
Bureau of Nutrition Services
1100 W. 49th Street
Austin, Texas 78756

6/02

***Insight From a Breastfeeding Peer Support Pilot Program
for Husbands and Fathers of Texas WIC Participants***

Jewell Stremler, CLE, and Dalia Lovera, RD, LD

Abstract

*A Father-to-Father Breastfeeding Support Pilot Program conducted by the Texas Department of Health provides a model of a viable way to increase breastfeeding rates in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC Program). The pilot concept was based on previous success with a breastfeeding peer counselor program and research documenting the father's attitude as an important influence on a mother's decision to breastfeed. Peer dads are fathers of breastfed infants participating in the WIC Program. They are recruited, trained, and hired to give breastfeeding and parenting information to other WIC fathers. WIC fathers rated the information they received as "very important" and indicated that counseling sessions would help them support their infants' mothers with breastfeeding and be better fathers. Breastfeeding initiation rates increased at clinics employing peer dads. Father-to-father breastfeeding education was successful in educating and empowering fathers, enabling them to support their breastfeeding family members. *J Hum Lact.* 20(4):417-422.*



American Dietetic Association

Research and Practice Innovations

RESEARCH

Evaluation of a Breastfeeding Peer Support Program for Fathers of Hispanic Participants in a Texas Special Supplemental Nutrition Program for Women, Infants, and Children

DALIA LOVERA, MPH, RD, LD; MAUREEN SANDERSON, PhD, RD; MARGARET L. BOGLE, PhD, RD, LD; MARTHA S. VELA ACOSTA, MD, PhD, MS

ABSTRACT

A mother's decision to breastfeed and the duration of breastfeeding depends on different factors; among them are the support of her husband or male partner and other social support. There have been different types of support programs for mothers and few have targeted fathers. In

significant ($P=0.20$). Although other studies suggest that father's support lengthens breastfeeding duration, our study, which targeted Hispanic fathers, found no association due to its small sample size. Further research with larger studies is needed to establish this association. *J Am Diet Assoc.* 2010;110:1696-1702.



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Summary of Qualitative Studies

Author, year, title	Design	Location/Setting/ Sample	Demography	Nativity/ Ethnicity
Gary L. et al. 1992. Attitudes of Expectant Fathers Regarding Breast-Feeding.	Survey	5 private hospitals in Houston 258 expectants fathers	81 % White 8 % Black 6 % Hispanic	No distinction in black population for their origin
Arora et al. 2000. Major Factors Influencing Breastfeeding Rates: Mother's Perception of Father's Attitude and Milk Supply.	Surveys of 28 questions mailed	245 mothers who delivered in a community based medical center in northwestern Pennsylvania	85.5 % White 11.3 % Black 2.6 % other 0.6 % Asian	Baby's father's feeling major factor of bottle-feeding. No analysis on Ethnicity or Nativity
Pollock et al. 2002. Men of Diverse Cultures: Knowledge and Attitudes About Breastfeeding.	Demographic survey and 2 questionnaires	New Orleans inner city teaching hospital 100 men from diverse cultures	67 % AA 11 % White 11 % Hispanic	African American in the study includes all blacks regardless of their origins
Goulet et al. 2003. Attitudes and Subjective Norms of Male and Female Adolescents Toward Breastfeeding.	Questionnaires designed to measure attitudes	Quebec, 4 high schools of grades 7 to 11 439 adolescents (203 males and 236 females)	No demographic data by race, only country of origin, Canada and others	No Blacks No Africans
Noble et al. 2003. Factors Influencing Initiation of Breastfeeding among Urban Women.	5 page questionnaire plus interview	Bronx Lebanon Hospital 100 postpartum women (50 breast-feeders & 50 formula feeders)	49 % Hispanics 47 % AA	Nativity was considered in this study
Lee et al. 2005. Factors Associated with Intention to Breastfeed Among Low-Income, Inner-City Pregnant Women.	Cross-sectional clinical prevalence study	Philadelphia health centers 2,690 women	6 groups for race/ethnic background	AA are separated from foreign-born blacks

Summary of Articles

Author, year, title	Design	Location/Setting/ Sample	Demography	Nativity/ Ethnicity
Gibson-Davis & Brooks-Gunn. 2006. Couples' Immigration Status and Ethnicity as Determinants of Breastfeeding.	Longitudinal birth cohort study	Child Wellbeing Study – 75 hospitals in 20 cities. 4207 mothers and 3013 fathers	Distinction of Hispanic, non-Hispanic black & Whites. Also immigration status	Non – Hispanic black considered as one group
Singh et al. 2007. Nativity/Immigrant Status, Race/Ethnicity, and Socioeconomic Determinants of Breastfeeding Initiation and Duration in the United States, 2003.	Cross-sectional data from the 2003 National Survey of Children's Health	33 121 children aged 0 to 5	8 ethnic immigrant groups included in the analysis	Distinction between immigrant blacks and natives Measure of acculturation
Vaaler et al. 2007. Men's Attitudes Toward Breastfeeding: Findings from the 2007 Texas Behavioral Risk Factor Surveillance System.	Data from the Texas sample of the 2007 Behavioral Risk Factor Surveillance System	Sample size of 2,145 men	61 % White 7 % AA E – Hispanic 18% S - Hispanic 8 %	Analysis included US born and Born outside the US
McCarter-Spaulding. 2007. Black Women's Experience of Breastfeeding: A Focus Group's Perspective.	One Focus group using structured interview format	University of Massachusetts Lowell	8 Blacks	4 West Indian/Caribbean 3 Africans 1 American
Alexander et al. 2009. What Do Pregnant Low-Income Women Say About Breastfeeding?	Prospective cross-sectional survey	McDonald Women's Hospital, Cleveland 176 Women interviewed	95 % AA	No Nativity No Immigrant

Summary of Articles

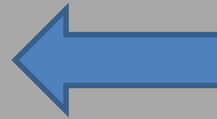
1992 - 2005	2005 - 2015
Survey questionnaires	Cross-sectional designs and focus groups.
Middle to upper-middle class whites	Minorities, Ethnic groups
Samples of small sizes	Large Size
Settings primarily hospitals	National Data, Universities, hospitals
Blacks not distinguished based on Immigration and Nativity	US Born ≠ Non-US Born
Race not in demographic categories	Yes in USA

Quantitative Studies

Author (Year)	Design	Setting	Location	Participants
Sciacca et al.(1995)	RCT	WIC Clinics	Flagstaff, AZ USA	26 Intervention 29 Control
Wolfberg et al. (2004)	RCT	Hospital	Baltimore, MD USA	30 Intervention 27 control
Pisacane et al. (2005)	Quasi-experimental	Hospital	Italy	140 Fathers 140 Fathers
Susin et al. (1999, 2008)	Quasi-experimental	Hospital	Brazil	208 Control 197 mothers 196 Couple
Bruce et al. (2013)	RCT	8 Public Hospitals	Australia	699 Couples



Breastfeeding Support



**Men
Breastfeeding
Attitude**

Answering the Call to Support Breastfeeding

For Mother and Their Families

- **Action 1**

Give the Mothers the Support they need to Breastfeed their Babies

- **Action 2**

Develop Programs to Educate Fathers & Grandmothers

Peer Dad Program Goals

- 1. Increase breastfeeding Initiation and ESPECIALLY Duration
- 2. Involve husbands, fathers, and males in breastfeeding promotion
- 3. Refer, refer, refer

The City of Dallas Peer Dad Program

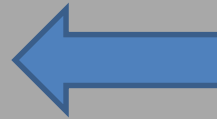
- Breastfeeding Intervention Targeting Men
- Three purposes:
 - 1. Prepare Men towards Parenting
 - 2. Equip fathers with practical tools
 - 3. Empower fathers through Peer Perspective
- To Support Mothers Effort to Breastfeed



What's Dads Got to Do With it?



Breastfeeding Support



**Men
Breastfeeding
Attitude**

**DADS
Breastfeeding
Support**



Breastfeeding Support

Emotional

Esteem

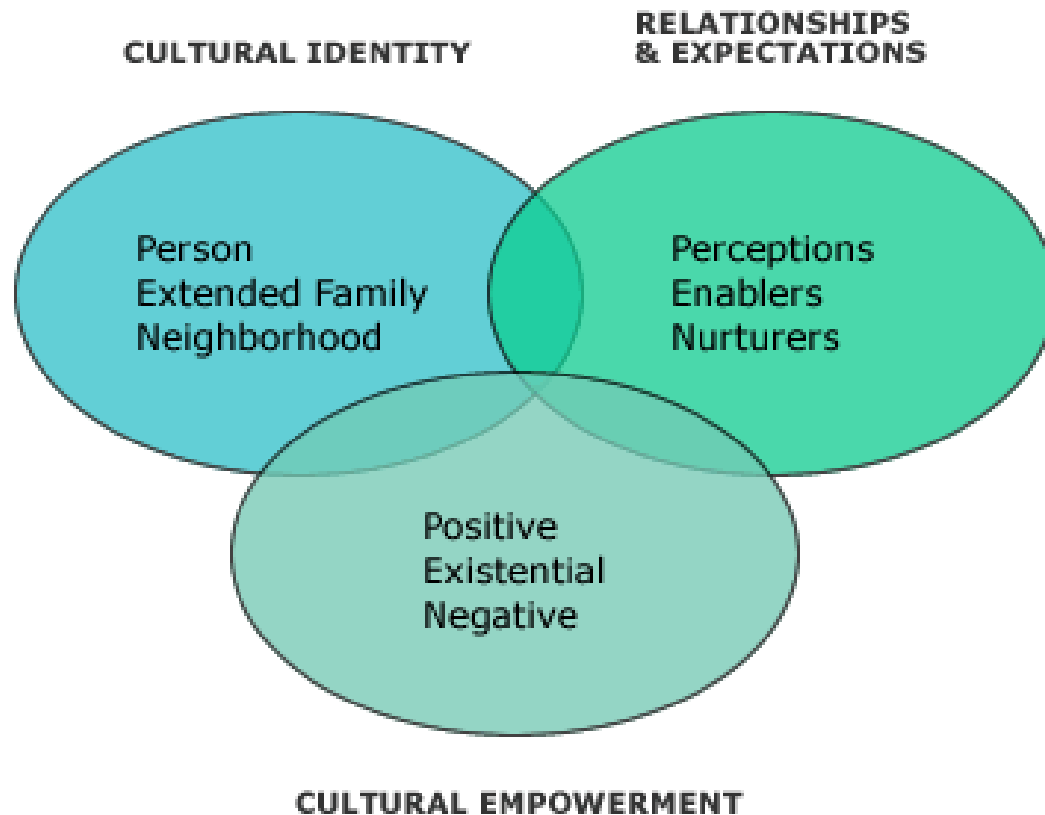
Instrumental

Informational

Network

Program Theoretical Model

THE PEN-3 MODEL



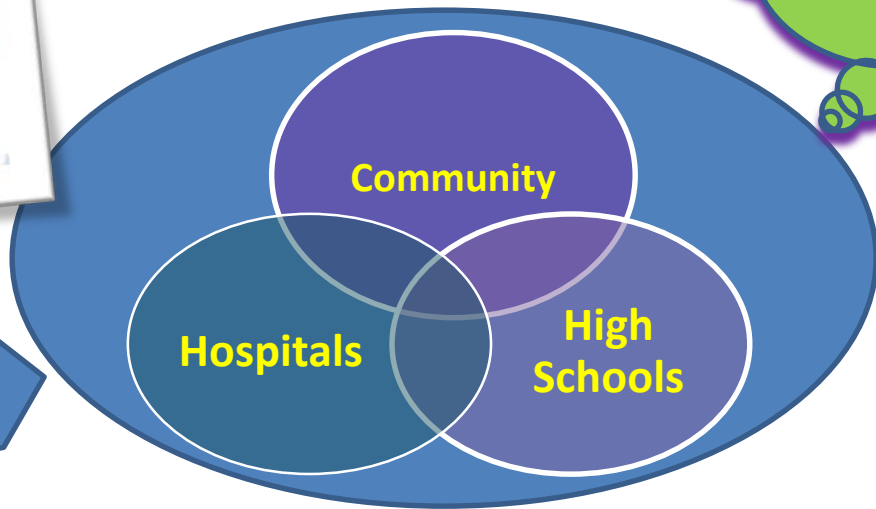
(Airhihenbuwa, 1992)

The Intervention

- Peer Dad Perspective
 - As a WIC Participant
- What is the benefit of including dad
 - Women versus Family Approach
- How do we get dad in the clinic
 - Man to Man
- How do we involve dad



Breastfeeding Intervention



Men Resources & Referral

Prepare Equip Empower Men



Breastfeeding Support





•What can Dad do?
¿é puede hacer el Padre?

Hospital Intervention



Breastfeeding Support, Duration, and Exclusivity

WIC Culture – Change

The Bottom Line



TEXAS WIC
Smart Choices • Healthy Families
Opciones sabias • Familias sanas

Men's Breastfeeding Role, and Attitudes

HAPPY FATHERS DAY!

WIC PROGRAM
Harris County Health Department

WIC PROGRAM
Harris County Health Department



Common ways to apply the "CALMING REFLEX"
Métodos comunes de aplicar el "reflejo de calmarse" de los bebés.

THE FOURTH TRIMESTER
El 4º Trimestre

IF THAT DOESN'T WORK, WE APPLY "THE 5Ss"
Si eso no funciona, aplicamos "los 5 Pasos"





Prenatal Classes



Born to WIC Baby





NICU @ Parkland Memorial Hospital



NICU @ Parkland Memorial Hospital





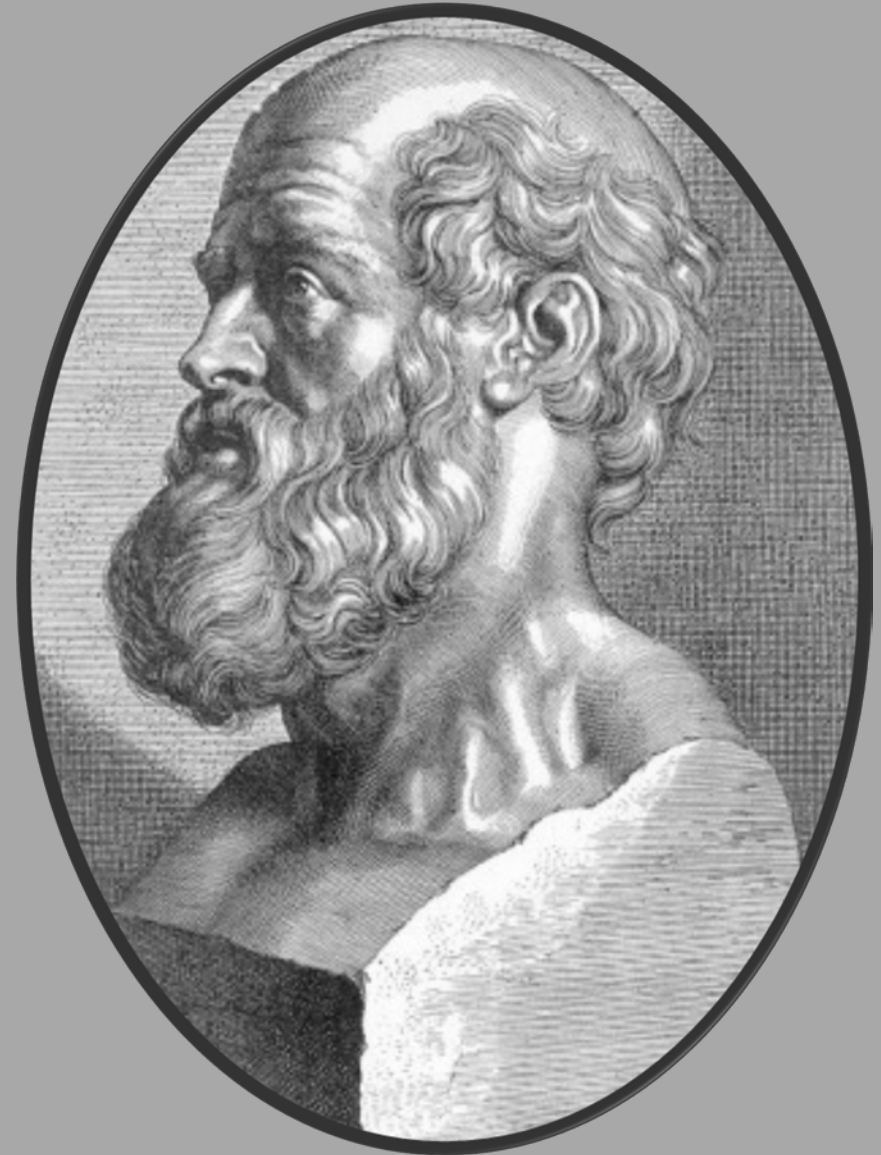
BREASTFEEDING

STICK TO BREASTMILK

Parkland
DO NOT RESCUE

The Aphorisms of Hippocrates

“Life is short.
The Art is long.
Opportunity is fleeting.
Experience is delusive.
Judgment is difficult.”





WIC



FIC
Or
PIC