

Prolonged Breastfeeding Through Fierce Determination

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Learning Objectives

- Describe 3 barriers that were overcome to achieve successful breastfeeding.
- Explain how Fierce Determination contributes to successful breastfeeding.
- Discuss the 5 sub-concepts that contribute to the central concept of Fierce Determination.
- Discuss how young mothers can achieve the Healthy People 2020 breastfeeding goals by using Fierce Determination.



Human Milk: Ideal Infant Food

- American Academy of Pediatrics (AAP, 2012)
 - “exclusive breastfeeding for about 6 months... with a continuation of breastfeeding for 1 year or longer as mutually desired by mother and infant” (pp. e827-e828).
- World Health Organization (WHO, 2013)
 - “exclusive breastfeeding for the first six months of life... and continued breastfeeding up to the age of two years” (para. 1).

American Academy of Pediatrics. (2012). Breastfeeding and the use of human milk. *Pediatrics*, 129, e827-e841. doi: 10.1542/peds.2011-3552

World Health Organization. (2013). 10 facts on breastfeeding. Retrieved August 3, 2013, from

<http://www.who.int/features/factfiles/breastfeeding/en/index.html>



Breastfeeding Reduces the Risk of:

Infant

- Otitis media
- Atopic dermatitis
- Asthma, respiratory tract infections, respiratory syncytial virus bronchiolitis
- Necrotizing enterocolitis, inflammatory bowel disease, gastroenteritis, celiac disease,
- Sudden infant death syndrome
- Obesity
- Type I and II diabetes
- Leukemia

Maternal

- Postpartum hemorrhage
- Type II diabetes
- Breast and ovarian cancer
- Hypertension
- Dyslipidemia
- Cardiovascular disease

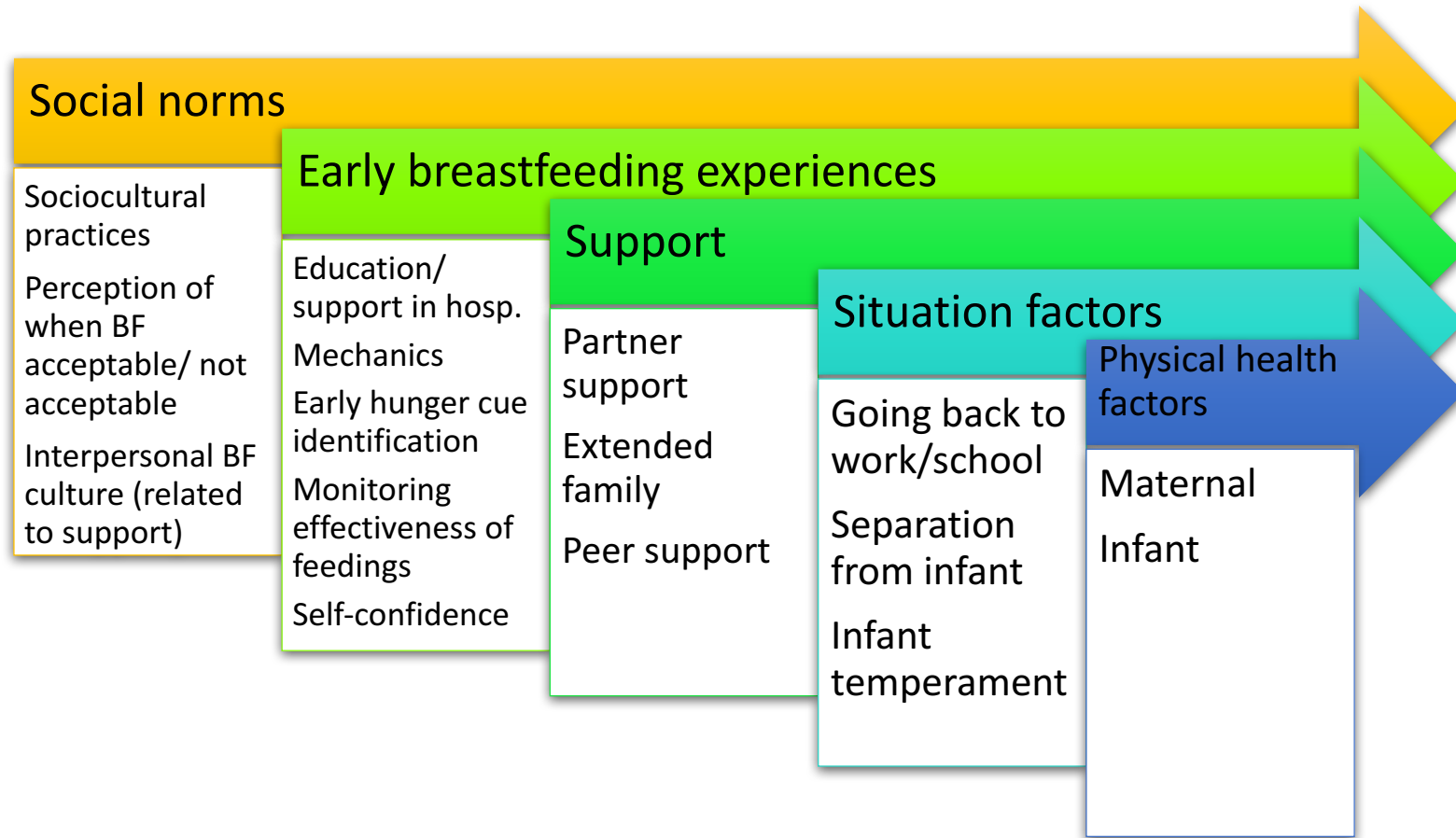


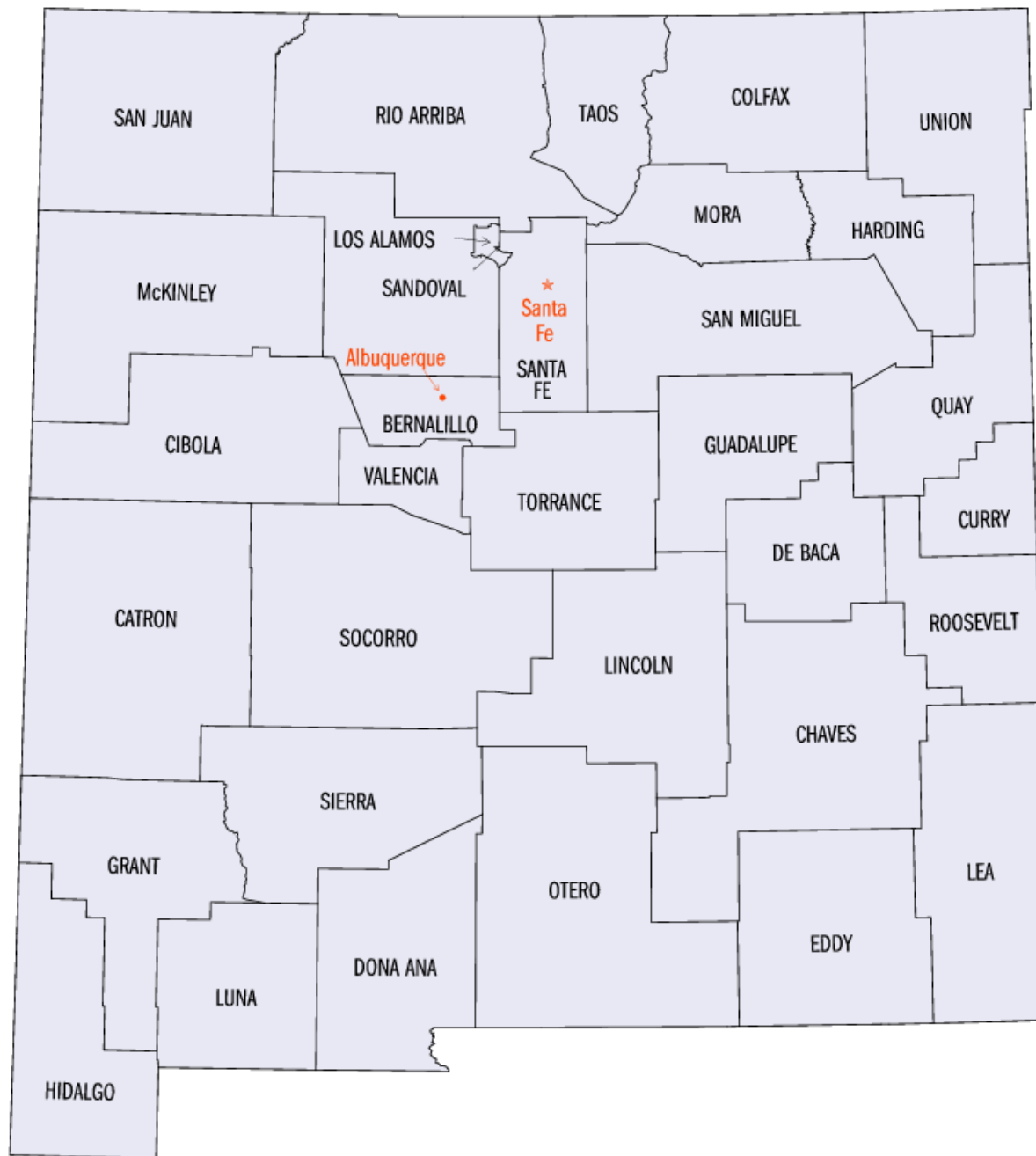
	Healthy People 2020 Objectives ¹	Current US Breastfeeding Rates ²	2011 NM Breastfeeding Rates ²	Mothers Ages 18-24 US Breastfeeding Rates 2011 ¹
Ever Breastfed	81.9%	81.1%	85.5%	66.3%
Breastfed at 6 mo	60.6%	51.8%	51.9%	28.6
Breastfed at 12 mo	34.1%	30.7%	29.5%	12.6%
3 mo exclusive breastfeeding	46.2%	44.4%	52%	28.5%
6 mo exclusive breastfeeding	25.5%	22.3%	26.6%	11.25%

CDC. (2016). Breastfeeding report card: Progressing toward national breastfeeding goals: United States, 2016.
HHS. (2014). Topics & objectives index- Healthy people. Retrieved from www.healthypeople.gov/2020



Factors Thought to Influence Long-term Breastfeeding







Study Aim

- Development of a theory explaining the process undertaken by young mothers, ages 18 to 24, to meet the Healthy People 2020 objective of exclusive BF for three months.
- Foundational basis for future interventional studies.



Grounded Theory Methodology

- Qualitative study
- One-to-one interviews
- Characteristics
 - Iterative process
 - Constant comparative method
 - Theoretical sampling
 - Theoretical saturation



Research Questions

1. What are the social-psychological processes associated with exclusive breastfeeding for at least three months as a human process?
2. What are the social-structural processes associated with exclusive breastfeeding for at least three months as a social process?
3. What are the facilitators and barriers of these processes and when do they occur along the journey to becoming a long-term breastfeeding mother?



Sample Characteristics

- Age at birth of infant
 - 19-24 yr
 - Mean 22.1 yr (SD 1.792)
- Duration of exclusive breastfeeding
 - 4.5-7 mo
 - Mean 6 mo (SD 0.913)
- Duration of any breastfeeding
 - 6-20 mo
 - 9.75 mo (SD 4.505)
 - 80% of participants still breastfeeding at time of interview
- Race/Ethnicity
 - White 60%
 - White Hispanic 30%
 - Unknown 10%
- Maternal Education
 - HS diploma/GED 10%
 - Some college 50%
 - 2-yr degree 20%
 - 4-yr degree 20%
- WIC Participation
 - Yes 60%
 - No 20%
 - Unknown 20%



Normalized Infant Feeding Method

- Identified as the causal condition
 - Normalizing experiences prior to pregnancy
 - Long-term quantitative breastfeeding goal.
- “When I was little, I watched my mother breastfeed my brothers. So for me it was just like the norm” (Jonnie, 10).
- “My mom breastfed all my little brothers and sisters, and I was the oldest child. So it was kind of a normalcy to me” (Geri, 07).
- The prenatal intention of exclusive BF has been shown to be associated with exclusive BF postnatally (Tenfelde et al., 2011).
- Previous BF experience is related to BF self-efficacy (Hinic, 2016).
- Being raised in a pro-BF family is associated with BF initiation (Morrison et al., 2008).

Hinic, K. (2016). Predictors of breastfeeding confidence in the early postpartum period. *Journal of Obstetric, Gynecologic, and Neonatal Nursing*, 45, 649-660. doi: <http://dx.doi.org/10.1016/j.jogn.2016.04.010>

Morrison, L. et al. (2008). Determinants of infant-feeding choice among young women in Hilo, Hawaii. *Health Care for Women International*, 29, 807-825. doi: 10.1080/07399330802269444

Tenfelde, S., et al. (2011). Predictors of breastfeeding exclusivity in a WIC sample. *Journal of Obstetrics, Gynecology, and Neonatal Nursing*, 40, 179-189. doi: 10.1111/j.1552-6909.2011.01224.x



Availability of Support

- Identified as greatest facilitator
 - Significant other
 - Extended family (grandmothers)
 - Healthcare professionals (lactation consultants)
 - WIC
 - Employer
- “I had resources if I needed help breastfeeding” (Abbey, 01).
- “I had my parents there so they were very, very supportive. They knew this is what I wanted to do” (Beth, 02).
- “I had... my mother, my husband, and my mother-in-law” (Fatima, 06).
- Support from others found to be helpful to breastfeeding mothers (Guyer et al., 2012).
- Lack of support associated with lack of breastfeeding initiation (Apostolakis-Kyrus et al., 2013).

Apostolakis-Kyrus, K., Valentine, C., & DeFranco, E. (2013). Factors associated with breastfeeding initiation in adolescent mothers. *Journal of Pediatrics*, 163, 1489-1494. doi: 10.1016/j.jpeds.2013.06.027

Guyer, J., Millward, L. J., & Berger, I. (2012). Mothers' breastfeeding experiences and implications for professionals. *British Journal of Midwifery*, 20, 724-733.



Personal Agency

- “They weren’t allowing me to pump when I needed... I saw the WIC lactation consultant to see what my rights were as a breastfeeding mom, what my job would have to allow me to do” Geri (07).
 - Unable to resolve the issue, ended up quitting her job rather than give up on her exclusive breastfeeding efforts.
- Personal agency “refers to one’s capability to originate and direct actions for a given purpose” (Zimmerman & Cleary, 2006, p. 45).
- Personal agency was found to be an important aspect of making the decision to have an out of hospital birth (Wood et al., 2016).
- Knowledge about breastfeeding rights allows mothers to advocate for themselves (Powell et al., 2014).

Wood, R. J et al. (2016). Choosing an out-of-hospital birth centre: Exploring women's decision-making experiences. *Midwifery*, 39, 12-19. doi: 10.1016/j.midw.2016.04.003

Powell, R. et al. (2014). A qualitative look into mother's breastfeeding experiences. *Journal of Neonatal Nursing*, 20, 259-265. doi: <http://dx.doi.org/10.1016/j.jnn.2014.04.001>



Fierce Determination

- Present in the story of every participant.
 - “For me personally I was hell-bent on it, one way or another... I was going to find a way to breastfeed. Like I was pretty hell-bent on it. Yeah, I don’t know, I guess there was just no other option for me. Of course, formula is a great option for some people but for me it’s like, ‘Nope, nope, that’s never going to happen, ever’.” (Concha, 03)
- Grit: “perseverance and passion for long-term goals” (Duckworth et al., 2007, p. 1087)
- Confident commitment to breastfeeding:
 - “(1) confidence in the process of breastfeeding;
 - (2) confidence in one’s ability to breastfeed;
 - (3) commitment to making breastfeeding work despite challenges or lack of support” (Avery et al., 2009, p. 114)

Avery, A., et al. (2009). Confident commitment is a key factor for sustained breastfeeding. *Birth*, 36, 141-148. doi: 10.1111/j.1523-536X.2009.00312.x

Duckworth, A. L., et al. (2007). Grit: Perseverance and passion for long-term goals. *Journal of Personality and Social Psychology*, 92, 1087-1101. doi: 10.1037/0022-3514.92.6.1087



Facing & Deciding to Overcome Obstacles

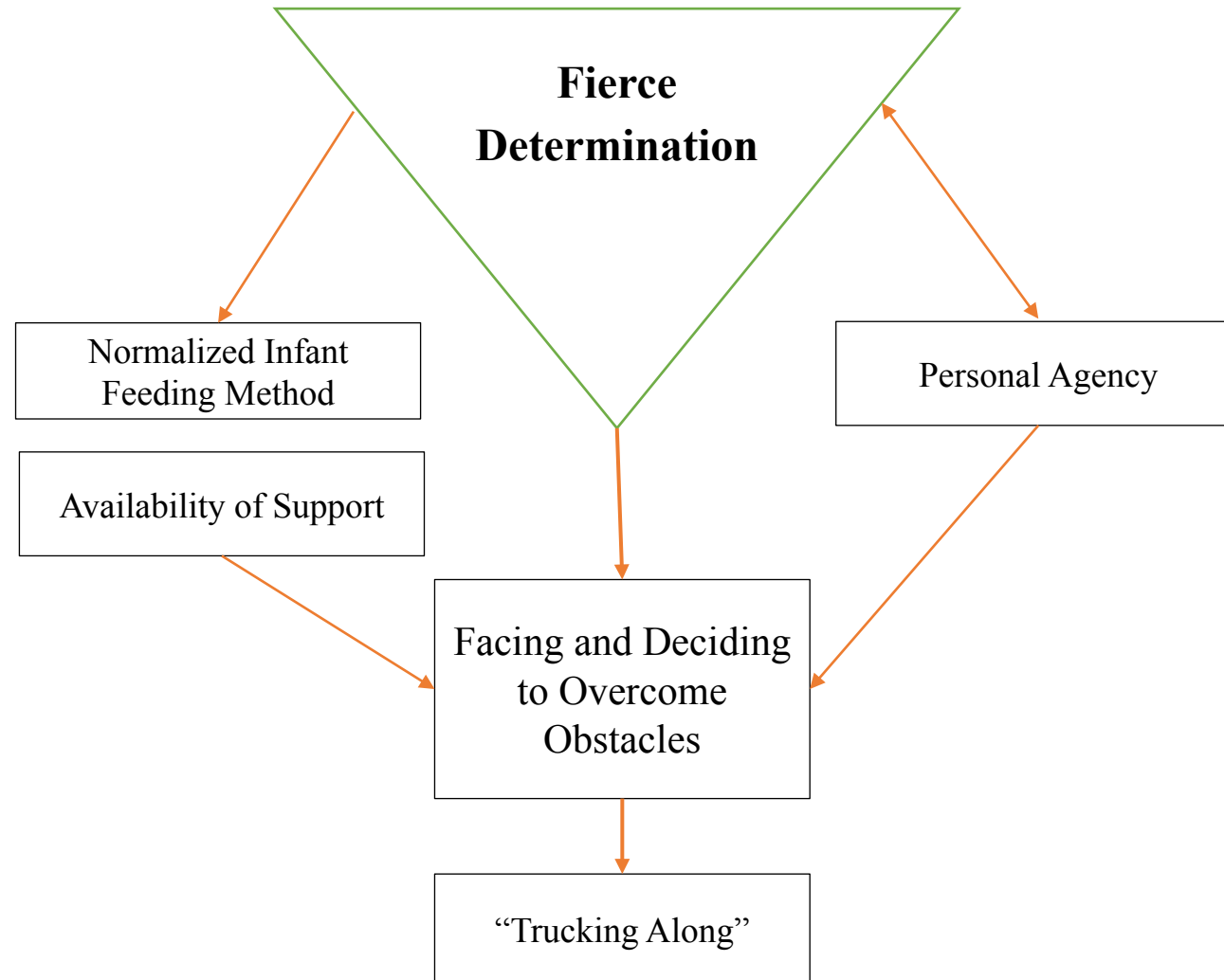
- Obstacles were faced by each participant.
 - Discomfort/pain
 - BF in public
 - Learning how to breastfeed
 - Maternal-infant separation
 - Expressing at work
 - Healthcare professionals
- Temporal component weak
 - Stronger in obstacles occurring early in process.
- “It’s kind of hard to go and pump when we are super busy [at work]” (Fatima, 06).
- “They were like ‘pump in the nurses’ station’ that was open to everybody. And I wasn’t OK with that because we would just have people walk by” (Abbey, 01).
 - Worked at a Baby-Friendly hospital
- “Well, in public people give me looks for breastfeeding and kind of say mean stuff” (Ellie, 05).



“Trucking Along”

- Engaging in breastfeeding long-term

“Oh my goodness! Where do I start? In the beginning we had trouble latching and because I had trouble getting her to latch right, I got mastitis. I felt like I was going to die. It was like the flu but on steroids. I had to do antibiotics with that and then after that, it cleared up. And since then, we have actually been perfect. We have had nothing happen, nothing gone wrong. I don’t give her a bottle so it is exclusively from me that she eats. She’s very picky. She doesn’t eat in a loud, noisy environment. She’ll either eat in the car or at home. But if there’s noise going on, she doesn’t eat well, so that’s kind of difficult if we’re out doing stuff. But other than that, we’re great; we’re ***trucking along*** [emphasis added]!” (Jonnie, 10)



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What can we learn from this?

- Contributes to the knowledge about younger mothers and exclusive breastfeeding duration.
 - Small sample size
 - Participants all from one state
- Identifies room for improvement.
 - Consistency of breastfeeding message/education.
 - Walking the talk.
 - Including partners and family in breastfeeding initiatives to support mothers.
- Breastfeeding still needs a champion in health care.