Pumping Up Breastfeeding: A Toolkit for Black WIC Mothers

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The goal of the toolkit is to give WIC employees a deeper understanding of cultural values, self-efficacy, or the confidence one feels in their own abilities, and barriers to breastfeeding. Resources for emotional support and information geared toward increasing breastfeeding rates, there are links to online video classes, online support groups, contact information for in-person support groups, and the toolkit itself will be given to the WIC employees so that they can understand the cultural and systemic barriers to breastfeeding experienced by black women and help them navigate through the difficulties of breastfeeding.

BREASTFEEDING RATES by DEMOGRAPHIC

This graph shows that Asian or Pacific Islanders have the highest breastfeeding rate, followed by Hispanic/Latino, White, Not Hispanic, American Indian or Alaska Native, and Black or African American women and have the lowest breastfeeding rates.

PROJECT OBJECTIVES

• The goal of the toolkit is to give WIC employees information geared toward increasing breastfeeding rates of black WIC clients using
  ❑ Resources to raise self-efficacy
  ❑ A deeper understanding of cultural values, differences, and barriers to breastfeeding
  ❑ Resources for emotional support

BACKGROUND

Breastfeeding helps protect mother and child from a variety of diseases, including obesity, asthma, diarrheal diseases, respiratory infections, SIDS1

Self efficacy, or the confidence one feels in their own abilities, is the best way to predict whether or not someone will breastfeed2

Improving self efficacy is an effective way of improving breastfeeding rates2

Support programs increase short-term and long-term breastfeeding duration3

Written material had no impact on breastfeeding rates3

Male-partner-focused intervention improves rates of initiation, exclusivity, and continuation4

Coalitions for Black Breastfeeding are helpful in reaching black women5

Historical factors such as wet-nursing for a slave-owner’s child may discourage black women from breastfeeding6

Formula is a symbol of higher social status and is therefore desirable7

METHODS

• Conducted comprehensive literature review
• Compiled information and resources through online sources and from Hillary Knott, IBCLC at the Moline WIC Clinics
• Developed a toolkit for WIC employees through researching the most effective interventions for breastfeeding

RESULTS and DELIVERABLE

• Produced toolkit for WIC employees to support black women and enable them to make the decision to breastfeed
• Included resources for support groups, classes, free breast pump vouchers, and black breastfeeding coalitions
• Because written material has no impact on breastfeeding rates, there are links to online video classes, online support groups, contact information for in-person support groups
• The toolkit itself will be given to the WIC employees so that they can understand the cultural and systemic barriers to breastfeeding experienced by black women and help them navigate through the difficulties of breastfeeding

DISCUSSION and NEXT STEPS

• The goal of this toolkit is to improve breastfeeding rates among black WIC clients by:
  ❑ Giving WIC employees the tools to understand barriers to breastfeeding experienced by black WIC clients
  ❑ Including interactive resources rather than written resources, because written resources have been shown to be ineffective
  ❑ Including self-efficacy resources, information for support groups, classes, and male partner training that can be given to clients

ACKNOWLEDGEMENTS

• Lena Hann, PhD, MPH, CHES, Assistant Professor of Public Health at Augustana College
• Nita Ludwig, Public Health Administrator at Rock Island County Health department
• Hillary Knott, IBCLC at the Moline WIC Clinic

REFERENCES