

# Pumping Up Breastfeeding: A Toolkit for Black WIC Mothers

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## Augustana Digital Commons Citation

Kiel, Hannah. "Pumping Up Breastfeeding: A Toolkit for Black WIC Mothers" (2018). *Celebration of Learning*.  
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# Pumping Up Breastfeeding: A Toolkit of Resources to Increase Breastfeeding Rates Among Black WIC Clients

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## SETTING

- Rock Island County Health Department
- Contains several departments that work to protect the population on an environmental, community, and individual level
  - Mission Statement: The mission of the Rock Island County Health Department is to prevent disease, promote wellness and protect public health

## 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, SIDS<sup>1</sup>
- Self efficacy, or the confidence one feels in their own abilities, is the best way to predict whether or not someone will breastfeed<sup>2</sup>
- Improving self efficacy is an effective way of improving breastfeeding rates<sup>2</sup>
- Support programs increase short-term and long-term breastfeeding duration<sup>3</sup>
- Written material had no impact on breastfeeding rates<sup>3</sup>
- Male-partner-focused intervention improves rates of initiation, exclusivity, and continuation<sup>4</sup>
- Coalitions for Black Breastfeeding are helpful in reaching black women<sup>5</sup>
- Historical factors such as wet-nursing for a slave-owner's child may discourage black women from breastfeeding<sup>6</sup>
- Formula is a symbol of higher social status and is therefore desirable<sup>7</sup>

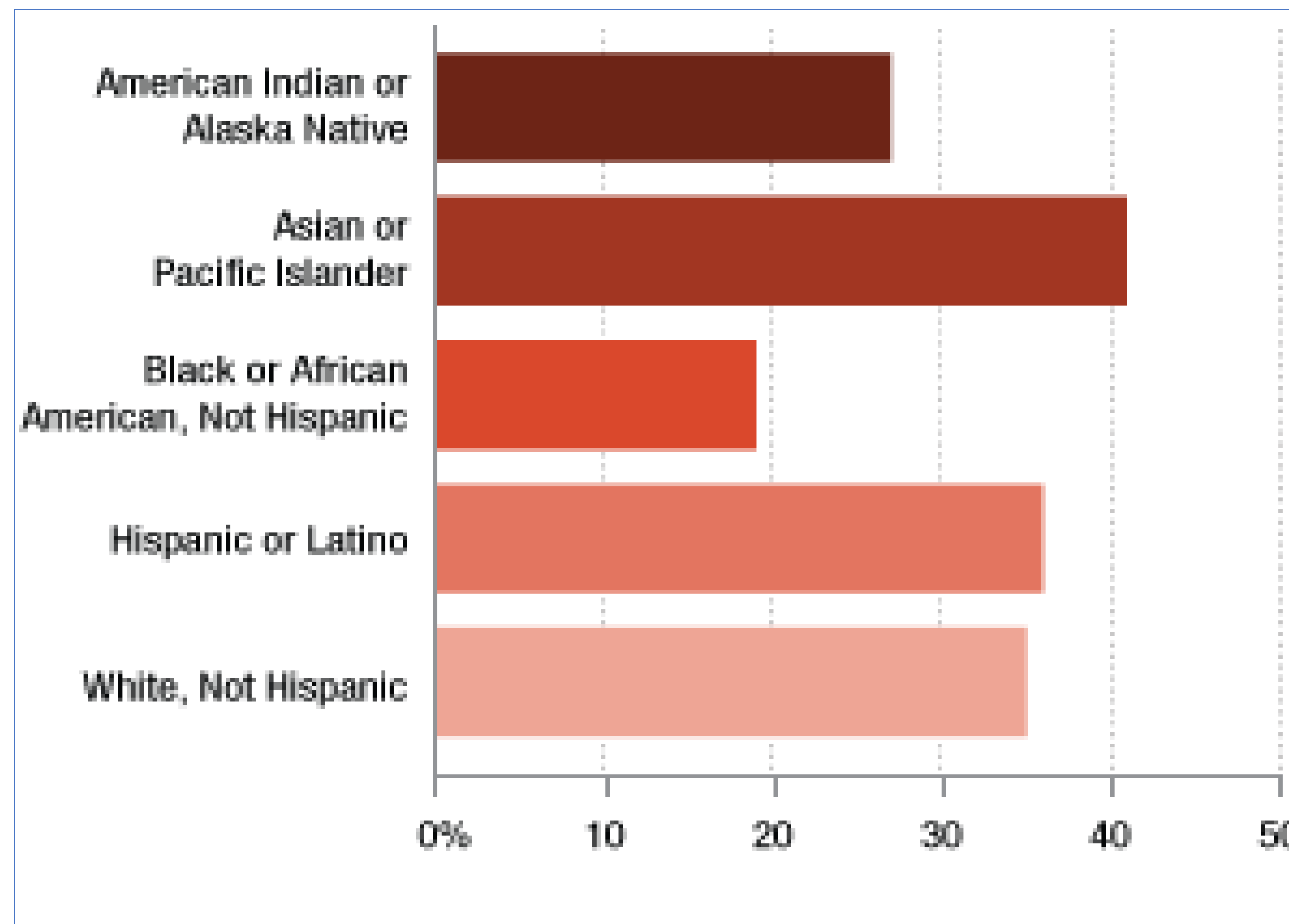
## METHODS

- 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

## BREASTFEEDING RATES by DEMOGRAPHIC

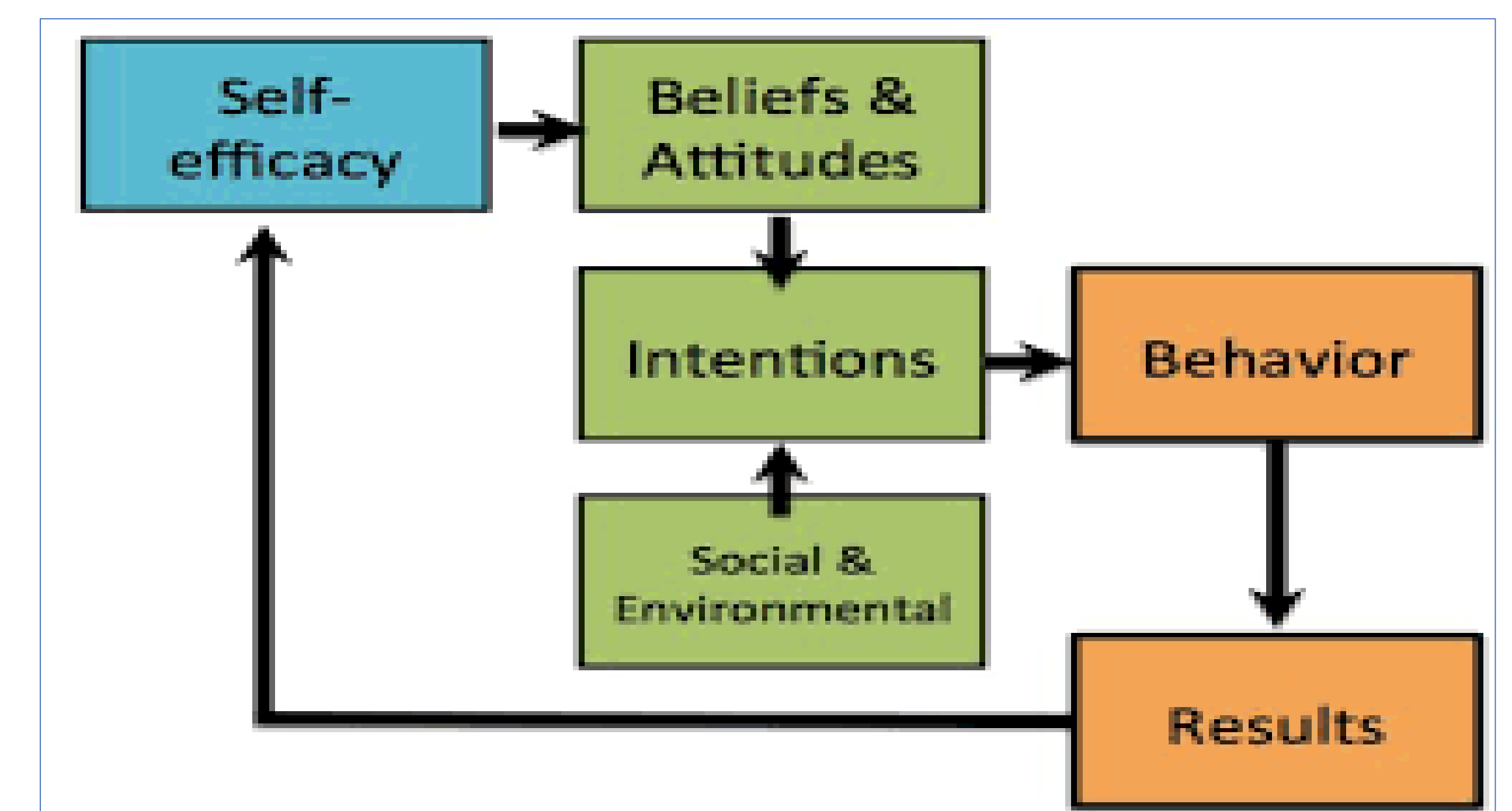


This graph shows that Asian or Pacific Islanders have the highest breastfeeding rate, followed by Hispanic/Latino, White Not Hispanic, American Indian or Alaska Native, and Black or African Americans have the lowest breastfeeding rate<sup>8</sup>

## 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

## SELF-EFFICACY MODEL



This image represents self-efficacy, the belief a person has in their ability to do something successfully.<sup>2</sup> Self-efficacy is influenced by beliefs and attitudes, intentions, and social and environmental factors which affect behaviors. Behaviors lead to results, and results, good or bad, lead to one's self-efficacy.<sup>9</sup>

## 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

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