

Highland Antenatal Breastfeeding Chat

A study into the effectiveness of delivering a breastfeeding preparation course using Facebook



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Since October 2013, volunteer NHS Highland Breastfeeding Peer Supporters have designed and delivered a three week breastfeeding preparation course, using a closed Facebook (FB) group for mums over 25 weeks gestation. There have been 16 courses delivered between Oct 2013 and April 2018 with a total of 668 participants. An evaluation was carried out over the winter of 2017/18.

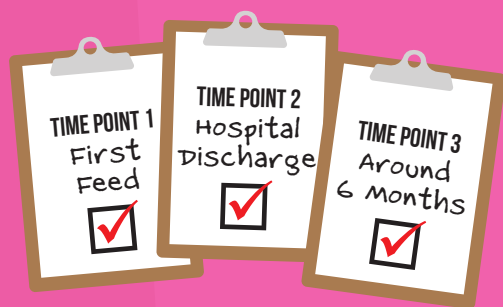
1. Design

A longitudinal evaluation study tracked the postnatal feeding activity of two sets of cohorts; one cohort of 100 mums who had taken part in the FB course and a control cohort of 100 mums who hadn't taken part. Only mums who had given birth between Jan 2014 and March 2017 were contacted.

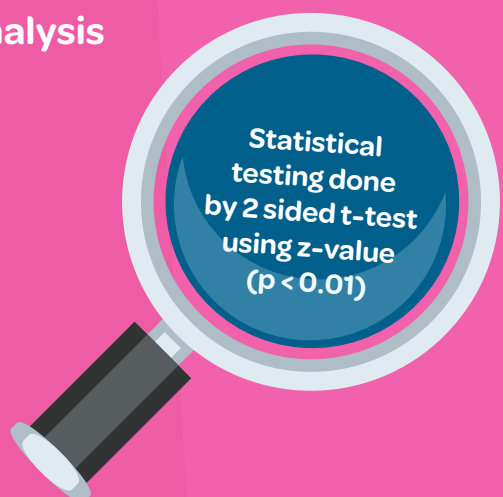
2. Data Collection



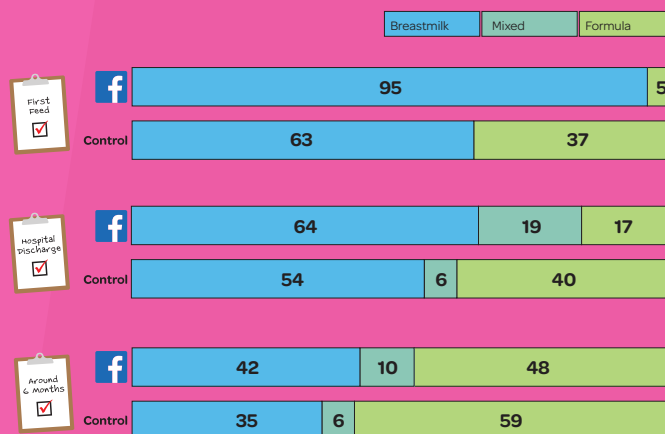
Information was gathered using the Scottish Birth Record, phone calls, texts, Facebook Messenger and Health Visitor records. For each timepoint, it was recorded whether a mum was breast, mixed or formula feeding.



3. Analysis



4. Results



Statistically Significant

95%

of mums who took part in the FB course were breastfeeding at first feed, compared with **63%** of mums who did not.

19%

of mums who took part in the FB course were mixed feeding at hospital discharge, compared with **6%** of mums who did not.

83%

of mums who took part in the FB course were giving any form of breastmilk, including mixed feeding, at hospital discharge, compared with **60%** of mums who did not.

5. Next Steps

- Increase awareness of course efficacy amongst maternity staff, Infant Feeding Support Workers and mums.
- Gather the likelihood of breastfeeding from mums who join the course and compare with mums who have chosen not to take part.
- Share best practice.