

Identifying mechanisms of Behaviour Change Techniques (BCTs) based breastfeeding support in UK mothers: A quasi-systematic review

Introduction

- As per latest statistics whilst 81% of UK women initiate breastfeeding, only 48% of women continue after 6 to 8 weeks which is below the recommended WHO guidelines (Nicholson & Hayward 2021) and less than 1% after 6 months (McAndrew et al 2012 Victora et al.2016).
- The WHO recommends exclusive breastfeeding up to six months (WHO 2003) as it confers many health benefits to infants and mothers.
- Breastfeeding continuation is higher in women who received support from midwives or peer support workers (PSWs) after discharge from hospital.



Fig. 1 Mother breastfeeding a baby

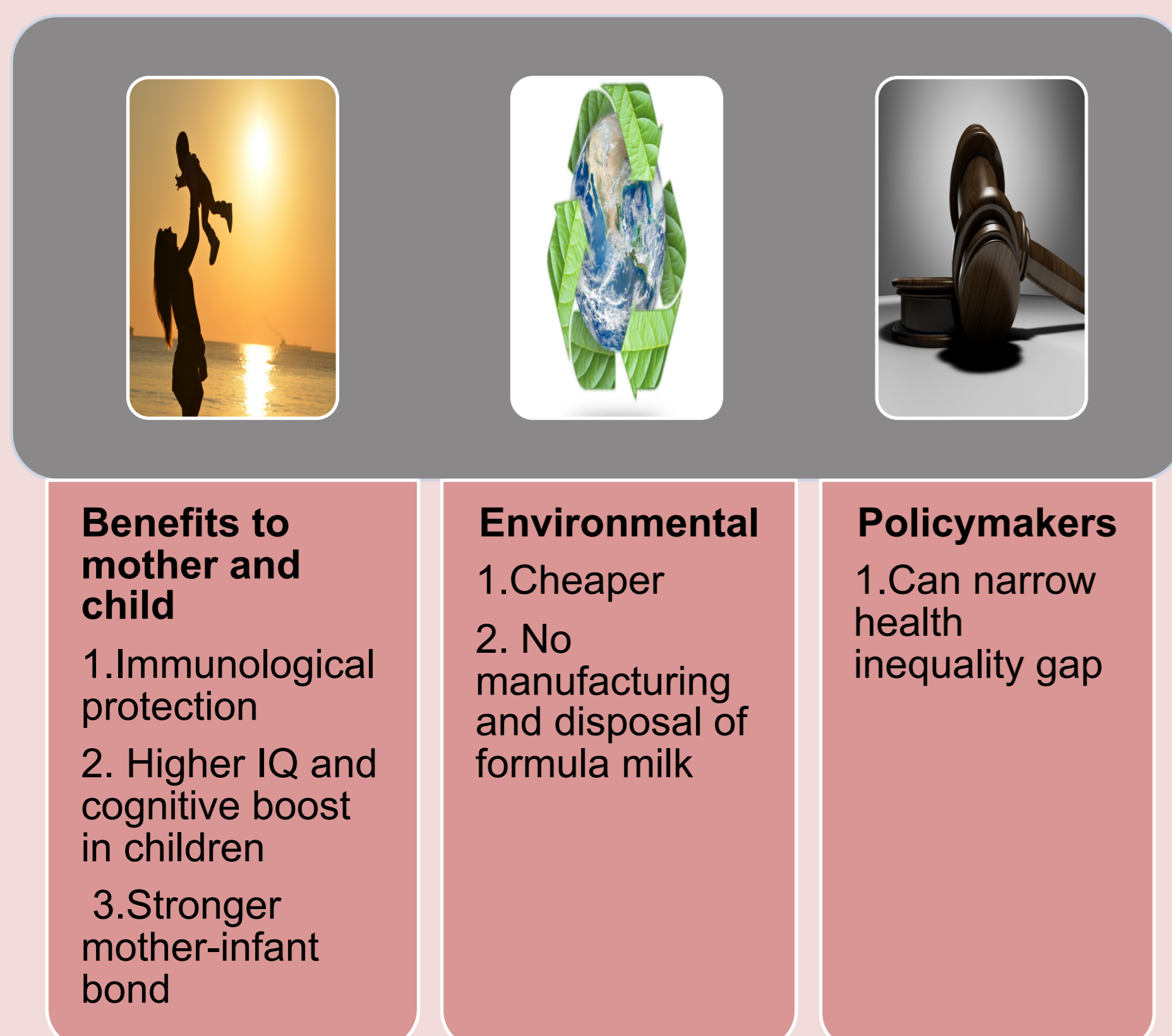


Fig.2 Benefits of breastfeeding

Aims and objectives

- The role of BCTs to improve breastfeeding rates
- Feasibility and acceptability of BCTs
- Understanding complex BCTs

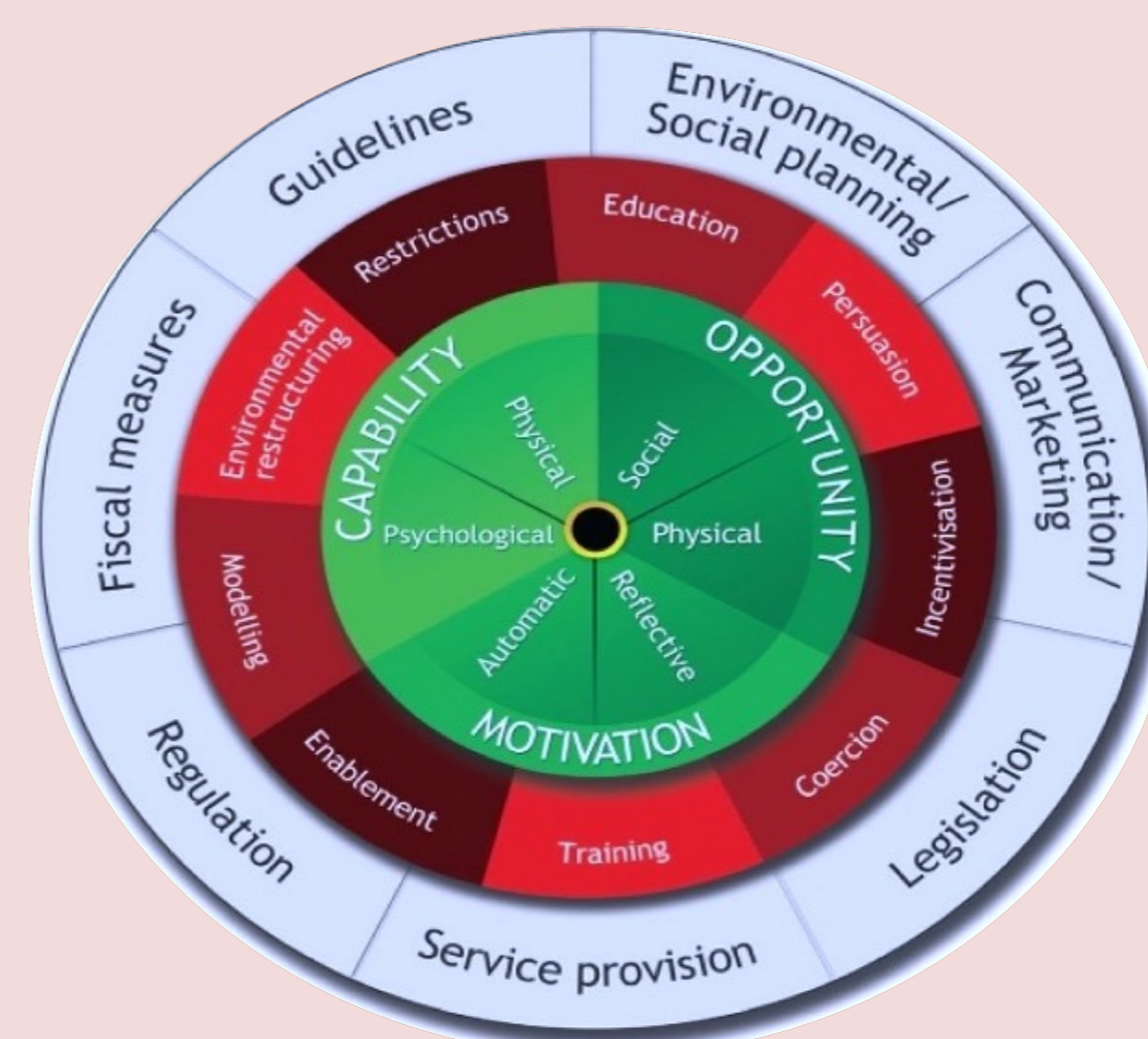


Fig. 3 Behavior change wheel

Thematic Analysis

Four factors are associated with breastfeeding rate and increasing mother's confidence

- The types of BCTs
- The peer support workers
- Intervention intensity
- Barriers

Physical barriers

- Positioning, baby not latching, insufficient milk, sore nipples
- Timing and accessibility of service

References

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- McAndrew F, Thompson J, Fellows L, Large A, Speed M, Renfrew M.(2012a). 'Infant Feeding Survey; 2010: Summary. Health and Social Care Information Centre.
- Victora C, Bahl R, Barros A, França G, Horton S, Krasevec J, Murch S, Sankar M, Walker N, Rollins N, Lancet Breastfeeding Series Group (2016). Breastfeeding in the 21st century: epidemiology, mechanisms, and lifelong effect. *Lancet (London, England)*, 387(10017), 475–490.

Conclusion and implications

- Breastfeeding support by various BCTs are feasible and acceptable.
- Increases breastfeeding initiation and mean duration
- Woman-centered, proactive and group intervention are more effective.
- Behavior change is complex, and needs more theoretical underpinnings

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