

Breastfeeding Resources for Latina Mothers in Healthcare Provider Facilities in Norfolk, Virginia Beach, and the Eastern Shore



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Breastfeeding:
Positive health outcomes for
mother & baby

**How much
breastfeeding
information is available
to Latina mothers at
healthcare providers in
Norfolk, Virginia
Beach, and the Eastern
Shore, and how is this
information conveyed?**

Latina mothers: cultural
framework

Healthcare providers:
Play significant role in BF
decisions
WIC* participation associated with
lower BF rates

*WIC = Special Supplemental Nutrition Program for Women, Infants, and Children

Methods



- Chose 3 academic clinics and 3 WIC locations within three different health districts
- Administered survey in person at each site with the exception of the Eastern Shore WIC office
- Chose to exclude EVMS Family Medicine
- Variables:
 - Percentage of Latina patients
 - Methods of communication/interpretation for Spanish-speaking patients
 - Materials provided by formula companies
 - Availability of:
 - ✦ Written resources for BF
 - ✦ Bilingual resources for BF
 - ✦ Culturally fluent resources for BF (“Los Dos”)
 - ✦ BF classes
 - ✦ BF peer counselors (how many? Bilingual?)
 - ✦ Breast pumps
 - ✦ Written resources for postpartum depression
 - ✦ Bilingual resources for postpartum depression

Results



Table 1: Proportion of Latinas in patient population at site surveyed & in city/county population of each site

Site	At site surveyed (%)	In city/county of each site (%)
Virginia Beach WIC	16	7.5
Norfolk WIC	9	
CHKD GAP	6	7.3
EVMS OB-GYN	10*	
Eastern Shore WIC	55-60*	Accomack County: 9.0
		Northampton County: 8.2

*Proportion estimated by staff (as opposed to being obtained through patient records).

Results



Breastfeeding Resources

- 100% of sites surveyed provided written resources on breastfeeding to their patients
- All three of the WIC offices surveyed have at least 2 peer counselors for their health district to provide individualized breastfeeding guidance.
- One of the WIC offices surveyed displays materials in their waiting room that promote breastfeeding.
- None of the sites surveyed displayed promotional materials for bottle-feeding.

Bilingual Resources

- 100% of sites surveyed provide some, but not all, of their written resources on breastfeeding in Spanish
- One WIC office surveyed has a Spanish-speaking peer counselor for their health district to provide individualized breastfeeding guidance.
- 1 site surveyed had a pamphlet on infant nutrition that was written in Spanish and was provided by a formula company.

Culturally Fluent Resources

- None of the sites surveyed include materials that address the culturally specific phenomenon of “Los Dos.”

Postpartum Depression

- 3 out of 5 sites surveyed provided written resources on postpartum depression to their patients.
- One of the sites surveyed provided materials on postpartum depression written in Spanish, but these needed to be accessed online and printed out.

Next Steps



Gap in culturally
fluent written
resources on BF

Address “Los Dos,” going back to work/school, training in the “Loving Support” curriculum in Spanish

Only one bilingual
peer counselor in one
health district

Explore feasibility of telephone guidance for breastfeeding, which has had success with Spanish-speaking patients

Low availability of
PPD resources in
Spanish

Increased bilingual resources on PPD that address cultural beliefs about depression like “mal de nervios” and “marianismo”

Resources



1. Chapman DJ, Pérez-Escamilla R. Breastfeeding among minority women: moving from risk factors to interventions. Supplement to *Advances in Nutrition* 2012;3: 95-104.
2. Ryan AS, Zhou W. Lower breastfeeding rates persist among the Special Supplemental Nutrition Program for Women, Infants, and Children Participants, 1978-2003. *Pediatrics* 2006;4:1136-1146.
3. Training program to provide breastfeeding support for Spanish-speaking mothers in Concord area. 2014: <http://cchealth.org/press-releases/2014/0515-Training-Program-to-Provide-Breastfeeding-Support.php>
4. Reeder JA, Joyce T, Sibley K, Arnold D, Altindag O. Telephone peer counseling of breastfeeding among WIC participants: a randomized controlled trial. *Pediatrics* 2014;3:700-709.
5. Dennis C, McQueen K. The relationship between infant-feeding outcomes and postpartum depression: a qualitative systematic review. *Pediatrics* 2009;4: 736-751.
6. Abrams LS, Dornig K, Curran L. Barriers to service use for postpartum depression symptoms among low-income ethnic minority mothers in the United States. *Qual Health Research* 2009;4:535-551.

Thank you!

