



Development of Infographic to Support Breastfeeding in African American Women

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Introduction

Breastfeeding plays a role in providing optimal nutrition to infants while reducing disease risks in both baby and mother. African American women are lacking adequate support to initiate breastfeeding which is likely associated with a greater risk for chronic diseases such as cardiovascular disease and diabetes and resulting in adverse health outcomes for their infants

A lack of resources contributes to low breastfeeding rates among AA women, including a lack of information about the benefits of breastfeeding to both mom and baby, inadequate training in proper breastfeeding techniques, and poor social and emotional support, all of which deterring mothers from breastfeeding

Purpose

The purpose of this directed project was to develop an infographic that support African American women in breastfeeding. The infographic provides educational information about statistics of African American women who breastfeed, the benefits to both mom and baby as well as sources of support for AA mothers. The audience that will benefit from this infographic is AA mothers, as well as social and community groups of AA mothers.

Review Of Literature

Breastfeeding Rates:

AA women have the lowest rates of breastfeeding initiation at 60% as well as continuation at 6 months (28%) and 12 months (13%) compared to all other racial and ethnic groups in the US according to Healthy People 2020.

Importance of Breastfeeding in AA women:

AA women have increased rates of cardiovascular disease, diabetes, and obesity. Longer duration of breastfeeding has showed reduced chronic diseases according to La Leche League.

Racial and Ethnic Disparities:

Negative impact on initiation and duration of breastfeeding as well as lack of information relayed by healthcare professionals.

Barriers:

Barriers that pertain specifically to AA mothers include lack of support and acceptance from social, work, or cultural groups. Lack of knowledge provided by healthcare professionals.

Current Resources Available:

Current interventions are not aligned to meet goals set by Healthy People 2030. Lack of employer programs to support breastfeeding moms. Limited resources are provided in regard to support networks which include family, friends, partner, and education regarding breastfeeding.

Method

1. Review literature about existing resources geared towards breastfeeding provided to African American mothers.
2. Identify the barriers related to low breastfeeding rates in African American women.
3. Create handout as a guide and reference available to African American mothers to educate about the benefits of breastfeeding and resources for support.
4. Use an expert panel to evaluate infographics and incorporate feedback from expert panel evaluation.



Findings

From Research:

- Lack of information provided regarding breastfeeding
- Lower levels of breastfeeding discussion in healthcare facilities
- Lower support from AA mother's spouse, work and circle of influence

From Development of the Project:

- Avoid comparison of different race and ethnicities when trying to bring awareness to AA mothers
- Focus on resources and information to increase understanding of breastfeeding benefits
- Provide extended resources beyond the infographic that African American mothers can look into for future research.

Implications

Providing resources to African American women about breastfeeding can help increase breastfeeding rates.

Increasing breastfeeding rates can help decrease high rates of chronic diseases that are associated with lower rates of breastfeeding.

Conclusion

This infographic may provide a resource to AA women who will likely not receive essential breastfeeding information throughout their pregnancy, which will benefit not only the mothers but their infants as well.

This infographic ma help improve essential information regarding BFHI, workplace support, family/community support that could better support mothers in breastfeeding.

For more information

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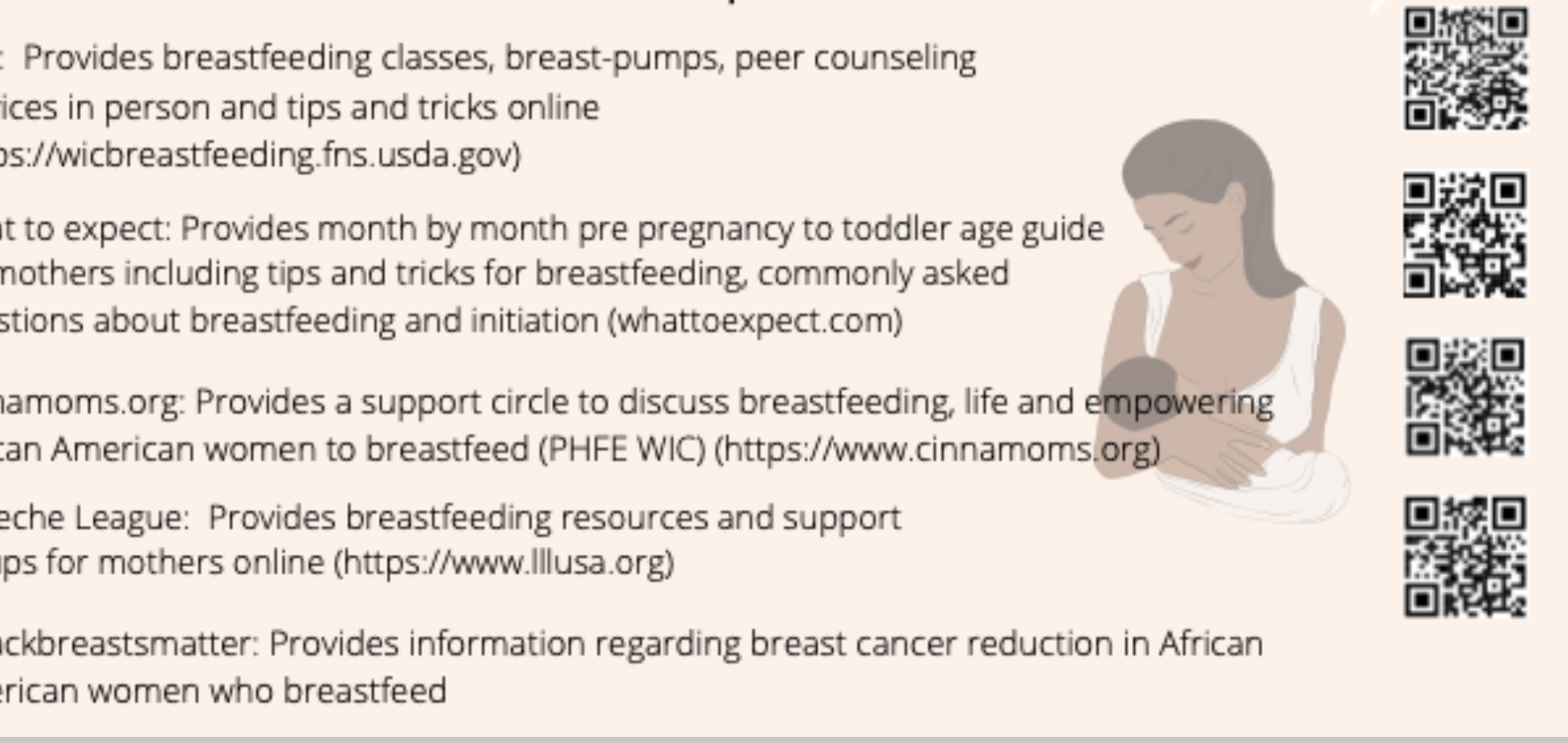


Figure 1. Resources provided on the infographic created for the directed project

Figure 2. Infographic created for the directed project