



BREASTFEEDING EDUCATION BAG

A WIC BREASTFEEDING PROMOTION PILOT EVALUATION

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TABLE OF CONTENTS

Executive Summary	1
Full Report	3
Findings	5
Respondents' Recall of the Breastfeeding Education Bag and Contents	5
The Education Bag's Influence on Respondents' Decision to Breastfeed	6
Findings Specific to Education Bag Items	8
<i>Breastfeeding: Keep it Simple</i> Book	8
<i>To Baby With Love/The Comfortable Latch</i> DVD	10
<i>Just for Dads</i> Brochure	12
<i>Just for Grandmothers</i> Brochure	13
Breastfeeding Support Pledge Card	13
<i>Breastfeeding Matters</i> Bookmark	14
Baby T-shirt	15
<i>A Keepsake Book for Baby From Pregnancy Through the First Year</i>	15
Breastfeeding Tips Bag Tags	15
Breastfeeding Education Bag	16
Favorite Item	17
Receiving the Education Bag at WIC	17
WIC Breastfeeding Support Exceed Expectations	18
What Respondents Identified as the Most Interesting Information	19
Conclusion	19
Recommendations	19
Appendices	
Appendix A: Quotes from Women	21
Appendix B: Pilot Evaluation Questionnaire	25

BREASTFEEDING EDUCATION BAG: A WIC BREASTFEEDING PROMOTION PILOT EVALUATION FINAL REPORT

EXECUTIVE SUMMARY

SUMA/Orchard Social Marketing, Inc. (SOSM) conducted an evaluation for WIC of a pilot project to distribute a cloth tote bag containing breastfeeding education materials to pregnant WIC clients in the Southwest Region of the U.S. Department of Agriculture. In total, 76 WIC clients from five states and two American Indian tribal nations participated in one-on-one interviews designed to determine the effectiveness of the project in promoting breastfeeding.

Most participants (92%) remembered receiving the education bag, and 50% said the bag's contents influenced their decision to breastfeed. A majority (60%) said the contents of the bag helped them to overcome concerns about breastfeeding and gave them the knowledge and confidence to breastfeed successfully. Many cited information on the DVD *To Baby With Love & The Comfortable Latch* and in the book *Breastfeeding Keep It Simple* about how to position the baby for a successful latch as critically important to their success.

The book *Breastfeeding Keep It Simple* received the highest rating of any item; 65% rated it as either very helpful or helpful, and 26% said the book influenced their decision to breastfeed.

A majority (63%) of respondents said they gave the brochure *Just for Dads* to their partners. Of those, 72% said their partners read the brochure, and 57% said their partners' support for breastfeeding increased as a result. Forty-three percent (43%) said they passed along the brochure *Just for Grandparents*, most often to their mothers.

Two-thirds (65%) of respondents rated the baby T-shirt as either very helpful or helpful, and most said their baby would wear it or had worn it. More than half (55%) rated the bag tags as very helpful or helpful; a majority of participants said they read them, and 23% referred back to them. The canvas bag itself was very popular, and a majority of participants said they were using it.

A Keepsake Book for Baby From Pregnancy Through the First Year was moderately popular, while the Breastfeeding Support Pledge Card and the bookmark had low unaided recall and were rated significantly lower than the other items.

Most of the women said the breastfeeding education and unexpected support they received at WIC influenced their decision to breastfeed.

The findings indicate that distributing the tote bag containing educational items provides a memorable breastfeeding-promotion experience at WIC and is a successful way to influence WIC clients to choose breastfeeding. Distributing the bag and its contents to a larger audience could significantly increase the number of WIC moms who breastfeed. The impact of the education bag is greatest when WIC staff members review the contents of the bag with clients and discuss the benefits of breastfeeding. Some items in the bag, such as the bookmark, the pledge card, and possibly the keepsake book, could be eliminated without reducing the impact of the bag.

FULL REPORT

INTRODUCTION

SUMA/Orchard Social Marketing, Inc. (SOSM) conducted an evaluation for WIC of a pilot project to distribute cloth tote bags containing breastfeeding education materials in five states and two American Indian tribal nations in the Southwest Region of the U.S. Department of Agriculture. The goal of the evaluation was to determine the effectiveness of the pilot project in encouraging breastfeeding among WIC mothers.

The research was conducted with women representing the following pilot sites:

- East Texas
- Oklahoma
- Chickasaw Nation, Okla.
- Citizen Potawatomi Nation, Okla.
- WCD WIC Program
- Louisiana
- Arkansas
- New Mexico
- FSPI, N.M.

Lines of inquiry included:

- The extent to which participants remembered receiving the education bag and the items contained in it
- The extent to which participants read or reviewed the items contained in the bag
- Whether participants shared items with others, including their partners, parents, and other people in their support networks
- Whether the materials influenced participants to breastfeed
- Whether receipt of the materials influenced participants' opinion of WIC as an organization that promotes breastfeeding
- Participants' opinions about the usability or helpfulness of the bag and each of the following items contained in it:
 - ◆ *To Baby With Love & The Comfortable Latch* DVD
 - ◆ *Just for Dads* brochure
 - ◆ *Just for Grandparents* brochure
 - ◆ Breastfeeding Support Pledge Card
 - ◆ *Breastfeeding Keep it Simple* book
 - ◆ *Breastfeeding Matters* bookmark

- ◆ Baby T-shirt
- ◆ *A Keepsake Book for Baby From Pregnancy Through the First Year*
- ◆ Breastfeeding tips bag tags
- ◆ Education bag

METHODOLOGY

Study participants were recruited from a pool of WIC clients who had received the education bag, which had been offered to all prenatal clients at the study sites. When the women received the bags, they were asked to sign a release indicating that they were willing to be contacted for a study. Recipients were contacted a few months later by SOSM staff and asked to participate in a WIC evaluation. They were not told that it was related to the education bag. In one-on-one interviews lasting about 45 minutes, 76 WIC participants were asked a series of quantitative and qualitative questions.

Researchers captured their responses verbatim. Quantitative answers were analyzed using SPSS statistical software. Qualitative responses were grouped into categories based on patterns of responses. Researchers refined their conclusions with deviant-case analysis, which helped identify some participants' input as exceptions to the findings.

STUDY PARTICIPANTS

A large majority of participants were between 18 and 35 years old, with most falling between the ages of 21 and 30. Ethnic representation was divided among Caucasian (28%), African American (23%), Hispanic (20%), and American Indian (24%). Forty percent were from rural communities, while 58% lived in urban areas. Half (50%) were single mothers, and 34% had attended some college.

One-third (34%) had been on WIC for less than six months, and 30% had been on WIC between six months and a year. Most participants had been to WIC at least twice.

Almost half (49%) were first-time mothers or mothers-to-be. Of the 40% who were expecting a child, 78% planned to breastfeed. Of the 60% who had recently given birth, 95% had planned to breastfeed, and of these, 55% actually breastfed. Among those who breastfed, 46% were still breastfeeding. Among the women who planned to breastfeed, 46% had breastfed other children.

FINDINGS

RESPONDENTS' RECALL OF THE BREASTFEEDING EDUCATION BAG AND CONTENTS

Before mentioning the education bag, the interviewers asked what kinds of breastfeeding-promotion materials the women remembered receiving from WIC. Unaided, 60% mentioned the breastfeeding education bag. When participants were asked specifically whether they remembered receiving a breastfeeding education bag, 92% said they remembered receiving the bag. As the following quotes illustrate, participants mentioned a range of materials included in the bag.

The bag – I looked at a DVD, and it was really encouraging and helpful, and I had a hard time at first, and the video showed me how to get him latched on. The video was really helpful.

I got a black bag and some brochures and fliers, and the nutritionist talked to me about good snacks for me to eat while I was breastfeeding.

They gave me a bag, and it had information about why it is better to breastfeed. It had different brochures – why breast milk is better – it keeps him from getting infections. There was a brochure that shows how to get the baby to latch on.

They gave me a book, T-shirt. A lady talked to me about it – they made sure I knew it was the best thing.

Asked what they remembered finding in the education bag, participants were most likely to remember the baby T-shirt and the *To Baby With Love & The Comfortable Latch* DVD and least likely to remember the Breastfeeding Support Pledge Card and the *Breastfeeding Matters* bookmark. Responses are shown in the table.

	Percent of Respondents Who Remembered the Item Unaided
Baby T-shirt	66%
<i>To Baby With Love & The Comfortable Latch</i> DVD	50%
Breastfeeding tips bag tags	42%
<i>Breastfeeding Keep It Simple</i> book	41%
<i>Just for Dads</i> brochure	28%
<i>Just for Grandparents</i> brochure	21%
<i>A Keepsake Book for Baby</i>	13%
Breastfeeding Support Pledge Card	8%
<i>Breastfeeding Matters</i> bookmark	7%

If respondents didn't mention an item that was in the education bag, the researcher showed them the specific item they had not mentioned and asked whether they remembered receiving it. For some items the recall was still limited even when they were shown the item. When the percent of aided and unaided recall are combined the two items that ranked the lowest in terms of recall were the bookmark and the pledge card. In total, 64% remembered the Breastfeeding Matters bookmark and 63% remembered Breastfeeding Support Pledge Card.

THE EDUCATION BAG'S INFLUENCE ON RESPONDENTS' DECISION TO BREASTFEED

Half (50%) of all respondents said the breastfeeding education bag and its contents influenced their decision to breastfeed. Responses to this question support that providing women with the right educational information can result in behavior change. Many respondents said they chose to breastfeed rather than use formula because of what they learned from the contents of the bag and the support the information offered. The verbatim responses to this question offer extensive insight into how the information in the bag influenced study participants to breastfeed. A table in Appendix A contains quotes from study participants who said the education bag influenced their decision, including the following:

I wasn't going to try, but I will now, because I know it's good for my baby, and it's also cheaper than buying formula.

It changed my mind. I was thinking about bottle-feeding, but then it reminded me how easy it is to breastfeed.

It influenced me more because there were times when I was hesitant; when you are a first-time mom, you think you can't do this because it's too hard. It did help me a lot.

The latching-on information was really helpful, because my cousin made me scared that breastfeeding would hurt if the baby couldn't latch on properly. It encouraged me, and I will have different things to try if my baby doesn't latch on. I was actually having nightmares about my baby girl not latching on, and these materials helped me.

I was thinking of bottle-feeding; these materials reminded me of the benefits, so I changed my mind. I'm going to try to breastfeed again because of this bag.

In a way, yes. My partner, Chris, did not support breastfeeding with my first baby, but he read the book and became more supportive.

I think the stuff in this bag made my husband more interested in breastfeeding. When I am doing it, he says, "Do you know what you are doing? You are building his brain cells." With the other kids he was supportive, but he didn't know all the benefits. Now he is an advocate.

They gave me a bag, and they told me about how healthy it is for the baby; the milk is better than formula. They've told me several things. There was a DVD, a book about breastfeeding, little pamphlets about baby growth, Just for Dad, a little T-shirt. There was several items, I can't remember all. They really help, because at first I wasn't sure about breastfeeding, because of what I've heard. That breasts get sore, it hurts. So I wasn't sure. I didn't know how long, or if I would be feeding enough. But after the DVD, and the pamphlets, it has helped me, and I'm not scared. I should take the chance.

In some instances, the bag and its contents served to reinforce a woman's decision to breastfeed. Some respondents said the bag did not change their mind but served as a reminder that they had made the right decision and/or answered questions.

I had already made up my mind. It did answer some questions for me, particularly the Keep It Simple book.

Seventeen percent of participants said they used items in the breastfeeding bag to keep them going when they thought they might quit. The items respondents were most likely to refer to if they needed support were the *Breastfeeding Keep It Simple* book and the *To Baby With Love & The Comfortable Latch* DVD. For some women, what kept them going was the overall knowledge they gained from the materials in the bag. As one woman said, her motivation was "the fact that it would make him have a healthier life."

A majority (60%) of participants said the contents of the breastfeeding bag helped them overcome concerns about or barriers to breastfeeding.

Respondents were asked, "What do you think are some of the things that prevent or keep a woman from breastfeeding her infant?" This was followed by the question, "How do you think the items in this breastfeeding education bag help people overcome some of those concerns?"

Respondents were most likely to identify the fear of pain, a concern that the baby might not latch on properly, breastfeeding in public, and having to return to work as challenges to breastfeeding.

I think the difficulty some people have in the beginning with latching on and pain; feeling you can't go anywhere because they don't want to breastfeed in public.

I was frustrated by the baby not latching on. The lactation consultant showed me different positions, how to put the baby to the breast – I did everything, and she was crying and crying. Everyone tried to help.

Work – the milk supply-stop if you work at Wal-Mart or McDonald's, you don't have time, and they don't encourage it – I love it- I wish I could have kept on going.

Many cited the how-to information about latching on as particularly important to their personal experience in overcoming barriers to breastfeeding. Some said the information was sufficiently detailed to answer many questions and provide the knowledge and confidence to help them succeed at breastfeeding. Information in the book *Breastfeeding Keep It Simple*, on the DVD, and on the bag tags was frequently mentioned when answering this question.

It really gives good information on how to breastfeed and the outcome on what the baby is like if you breastfeed. You feel more comfortable when you know more.

When I decided to breastfeed, I thought people would stare, but I decided, "Oh well." Skimming through the book, the cards, I'll throw a blanket over him and not let it affect me so much.

I thought the DVD was really good. I like the parts that talk about positioning and also seeing other mothers.

The book and the movie really helped me. If I had known to listen for clicking noises that my daughter made, I would have known she wasn't latching on – it makes you feel like you have someone to support you. I know there was one girl sitting next to me who decided to give breastfeeding a try after watching the DVD.

I was worried about what if I can't get him to latch on, but the book showed you exactly how. It made me feel like I can do it.

FINDINGS SPECIFIC TO EDUCATION BAG ITEMS

BREASTFEEDING KEEP IT SIMPLE BOOK

The book *Breastfeeding Keep It Simple* received the highest ratings of all materials in the bag: 65% of respondents rated it as either very helpful (54%) or helpful (11%), and 72% said they read at least some part of the book. Those who said they read it were asked a follow-up question to determine how closely they read it. The following table represents their answers.

How closely did you read <i>Breastfeeding: Keep It Simple</i>	Percent of Those Respondents Who Had Read All or Part of the Book
I glanced through it but didn't really read it.	25%
I read a few sections that were of interest to me.	31%
I read most of it.	22%
I read all of it.	22%

More than one-fourth (26%) of all respondents said the book influenced their decision to breastfeed. Many cited the detailed information about latching on, returning to work, how breastfeeding affects sex, storing breast milk, positioning the baby, the benefits of breastfeeding, how to tell whether your baby is full, and the color of the baby's stool as important and valuable. Respondents liked the question-and-answer format, the reading level, and the illustrations. Several said it answered many of the questions they had about breastfeeding.

What the baby's poop is supposed to look like. What to do about your breasts when you have soreness and leaking, that was a concern for me also. The "Can I Get Pregnant While I'm Breastfeeding?" – I read that. I know I read things about how to express your milk, choosing a breast pump, things of that nature. I shared the section of less risk of allergy and asthma with my husband; this was the part that influenced him the most.

I looked at the questions and read what I needed. The part about public breastfeeding; what if my family doesn't want me to breastfeed; will it change the size and shape of my breasts; does it hurt (of course I read it, because my sister said so); how to care for my breast; the positions (how to start); the how-often part; how can I tell if my baby is getting enough to eat. I read the "What should my baby's stools look like?" After I read this, I called my pedi, and he said it was normal, because breast milk is richer. I read the "Can I sleep with my baby?"

There were some questions about sex. ... I read it out loud to my husband.

I thought it was helpful. I had a hard time initially getting my baby to latch on. This book helped me.

Latching on and the hurting nipples, because I wanted to know how long that was going to take. I was also interested in the losing-weight section.

I thought it was very helpful, and the drawings were detailed enough to see what was going on.

Because it thoroughly explained everything – with the DVD and the book, it puts everything together. It taught me a lot.

Of the 55 respondents who read at least part of the book, 24% said they referred to the book after their baby was born, and 24% said the book helped them to breastfeed longer.

I'm going to do it. It's made me want to give it my all from Day 1.

I think it helped me breastfeed for the simple fact that it makes you feel more relaxed about it. I don't know anyone who breastfed. I could not get information from my friends and family, because they did not want to do it.

Yes, I have referred to it several times – like the latching on. And all the information is so inclusive of the father – all that information is really good. All the positions and the pictures – it is very detailed, and that is really helpful.

Yes, it helped me breastfeed longer. Because at first I was having difficulty, like questioning why I was not producing a lot of milk. When I read the book, before I had the baby, I knew it was normal. ... I had read the book, so I knew it wasn't a problem.

I think I would have gotten discouraged without the book.

This book is a godsend.

TO BABY WITH LOVE & THE COMFORTABLE LATCH DVD

About one-third (35%) of respondents rated the DVD as very helpful and 8% rated it as helpful. For many, the DVD provided important information on techniques for successful breastfeeding, such as how to position the baby and how to get the baby to latch on. Some women said they liked hearing from other moms who had breastfed and who talked about the experience, rewards, and challenges. Many said they would not have received this information anywhere else.

Almost half (47%) of respondents watched the DVD while they were pregnant, and some watched it after giving birth. About one-fifth (22%) said they watched both programs on the DVD, although this proportion may be inaccurate because some women did not remember whether they had watched both programs and others did not know that there were two programs. Forty-four percent (44%) said they watched it with others, typically their partner or mother. Of these, 56% said

the other person was more strongly in favor of their breastfeeding after watching the DVD.

At one WIC site, the staff had used the DVD as a teaching tool and followed it with a question-and-answer session. Some participants from that site found the information on the DVD to be most helpful when they viewed and discussed it in class and then reviewed it as needed at home.

It made me feel less anxious.

It taught me how to position the baby. I really didn't know anything about breastfeeding, so it taught me a lot.

Yes, my mom is more supportive now, and my boyfriend is more supportive now, because I can pump, which enables him to feed the baby and be more a part of the process.

When my baby got here, I re-watched the information on latching. It was very helpful to watch it again and refresh my memory.

I was really having trouble breastfeeding. I was crying that day, and my husband offered to put (the DVD) in, and I watched it, and the hardest part is latching on, and the DVD helped me understand latching on better than the nurses at the hospital, because you can see other women.

When asked to describe specifically how the DVD influenced their decision, the women again described the importance of watching other women demonstrate how to get the baby to latch on correctly. The following quotes further support the value of this information in helping respondents' breastfeed successfully.

The visual part is really helpful. When I gave birth to my daughter, I had a lactation consultant, and she helped. But the DVD was just as helpful, because I visually saw how they help you right away. You can read books, but it is good to see them helping.

It just made me feel more comfortable about the process. I remember when my other daughter was small, she had a hard time latching, and there wasn't anyone in the hospital to tell me how. I remember thinking she would starve to death. This tells you how to latch, and how to help them.

I got to see a visual hands-on contact about how latching looks that I wasn't aware of before, and that you don't just put the baby to the breast and they do it naturally.

It made me feel more confident. It gave me the information that no one took the time to give me last time, when I was in the hospital. I was on Medicaid last time. I didn't know that when the baby is first born, that is when they are most alert, and that is when you need to try – no one told me last time – and they took my baby.

At first it was very painful, and it shows you and tells you to be patient and how to do it and how to get the baby to latch on.

Despite the favorable response to the DVD, only 7% of the women said they watched it when they had a question, and 7% said they breastfed longer because of information on the DVD. Only a few respondents had lent the DVD to someone else, although some said they planned to lend it to family members or friends.

Most of the 16% who rated the DVD as not helpful said they did not have a DVD player or lacked the time to watch it. Eighteen percent (18%) said they didn't remember receiving the DVD and several of those mistook it for a book.

JUST FOR DADS BROCHURE

Slightly more than half of the women rated the *Just for Dads* brochure as either very helpful (36%) or helpful (15%). According to the women's responses, 63% gave the brochure to their partners, 72% of those partners read it, and 57% of partners who read the brochure were more strongly in favor of breastfeeding as a result.

When the women were asked whether their partners commented after reading the brochure, responses varied: Some said their partners were by nature not very communicative, while several moms said their partners were excited to learn about the benefits of breastfeeding, how they could be involved, and ways to bond with the baby. A number of responses revealed that the brochure contained new information for dads and that by being educated about the benefits of breastfeeding, the dads became supporters.

He found it helpful. They tell you to bond against your bare chest; he didn't realize that babies can bond that way, so he found it interesting. ... He didn't know the importance of breast milk. He didn't know the difference between formula and breast milk. Then he started going through the other information and was taken with the immunities and the things it protects them from.

Other typical responses included:

He is kind of quiet, but I know he took it in.

He thought it was kind of cool he could have that bonding time with the baby. He liked the saving-money part.

He thought it was good. ... He wasn't sure how to bond with her. So he thought it was useful, the skin contact. He found out he could do that. He can bring her to me. He can change diapers to make a bond. It was useful to him.

I sent the brochure to the baby's dad, who is in prison; he was like, "Go ahead." At first he thought it was nasty and sexual. After he found out about saving money on the formula, the antibodies in breast milk, he was like, "OK, if it is healthier, that is what you should do."

JUST FOR GRANDPARENTS BROCHURE

Forty percent (40%) of the women rated the *Just for Grandparents* brochure as either very helpful (24%) or helpful (16%). Of the 30% who rated it as not helpful, more than half did not have a parent living close by.

Of the 43% who gave the brochure to a grandparent, 90% gave it to their mothers. Most (70%) of those who gave the brochure to a grandparent said the person read it.

The following responses reflect grandmothers' reactions to the brochure:

(She said,) "If I had known all this, I might have breastfed you. This information is really useful."

It reminded her how tough breastfeeding can be, and she was very supportive of helping me overcome some of the difficulties.

At first she was like, "No, he'll be a spoiled titty baby. But after reading the brochure, especially the health part, she thought it would be better to breastfeed. The stuff about it is easier to digest, antibodies. It doesn't say anything about SIDS, but I told her I had read that. So she changed her mind.

BREASTFEEDING SUPPORT PLEDGE CARD

About one-fourth (26%) of the women rated the pledge card as either very helpful (18%) or helpful (8%), while 42% rated it as least helpful. Only 15% signed or had someone else sign the card. Interestingly, 35% thought the pledge card was intended for them to sign as a pledge to their baby, while 21% thought it was intended for someone else to sign. The original intent was for

breastfeeding moms to ask a friend or relative to sign the card as a pledge of support for her breastfeeding efforts.

Some participants said they didn't use the pledge card because they felt they already had the support they needed.

I know everyone in my family supports breastfeeding. We don't need this.

Others said they forgot about the card or didn't remember receiving it. Unaided, only 8% of women remembered receiving the pledge card in the education bag.

For some women, the card offered an opportunity to affirm their decision to breastfeed. One mother said she put the card in her baby book:

I put this card in my baby book with both our signatures on it so my baby girl will know we were onboard with breastfeeding her.

BREASTFEEDING MATTERS BOOKMARK

Of all the items in the bag, respondents were least likely to remember the bookmark; only 7% remembered it unaided. Once participants' memories were triggered by being shown the bookmark, an additional 57% said they remembered it.

About one-third (36%) of the women rated the bookmark as either very helpful (26%) or helpful (10%), while 40% rated it as not helpful.

Only a handful of participants used the bookmark to keep their place in *Breastfeeding Keep It Simple*.

Respondents who said they learned something new from the bookmark (18%) were most likely to cite the information about SIDS, weight loss, and osteoporosis and certain cancers as being new information to them.

About ovarian cancer and osteoporosis. I didn't know that before.

The part about 21% are less likely to die in the first year and less likely to develop diabetes and heart disease and have higher IQ scores.

That I can lose weight quicker; I like that part best!

BABY T-SHIRT

The baby T-shirt had the highest unaided recall of all items in the bag with 66% of the participants remembering it. Two-thirds (65%) of the women rated it as either very helpful (55%) or helpful (10%). Most (86%) said their babies wore the T-shirt or (for those who were still pregnant) would wear the T-shirt. Many respondents made positive comments about the T-shirt:

I love the tag line a lot, particularly the 100% natural part.

Yes, she will wear it when she's big enough. I think her dad would like taking her out in this shirt.

We put his footprints on it, and it will go in his keepsake book.

Only a small number of women said their babies would not wear the T-shirt, in a few cases because the T-shirt said breast or breast milk on the front.

A KEEPSAKE BOOK FOR BABY FROM PREGNANCY THROUGH THE FIRST YEAR

Although only 13% of the women remembered the keepsake book unaided, an additional 71% recalled it when their memories were jogged by seeing it. Almost half (46%) of respondents gave the keepsake book a rating of most (or very?) helpful, and 13% rated it as helpful. More than half (59%) said they read the keepsake book. Those who did not read it typically said they were too busy. Forty percent (40%) said they filled the book out. Several respondents said they didn't fill it out because they had another baby book they used instead.

I thought it was cute. I liked it. Sometimes mothers can't afford to get the real ones from the store, so this is real good.

I plan on filling it out and putting it with her other baby books/scrapbooks.

I thought it was nice. I just already had one. I was filling out a pregnancy journal and other stuff. I just didn't need to fill out something else.

BREASTFEEDING TIPS BAG TAGS

The bag tags were a popular item. Many participants read them, and a notable number learned new information from them.

More than half (55%) rated the bag tags as very helpful, and 8% rated them as helpful. More than two-thirds (68%) said they read the bag tags; 28% said they

learned something new from reading them; and 23% said they referred back to the tags. Several respondents said the information about the number of wet and dirty diapers as a measure of the baby's milk intake was particularly helpful.

The "How do I know if my baby is getting enough?" – the grid. This directly answers my mother's fears that she won't know if my baby is getting enough – by the wet-and-dirty-diaper chart. I like it a lot; it's already on my diaper bag.

I learned about how often she should be eating and how many dirty diapers she should have while being breastfed. I've put it on my baby's car seat as a toy for her.

I didn't know about the growth spurts. I attached it to my bag.

"How to know if your baby is getting enough milk" was really good for me to learn. I loved those. I liked the ID part so people will know how to contact you if you lose your bag.

I've had leaking, and I looked through those tags, and they had the answer.

BREASTFEEDING EDUCATION BAG

The bag was very popular. Two-thirds (67%) of respondents said they were using the bag, and others said they would use it after their baby is born. More than two-thirds (70%) of respondents rated the education bag as very helpful, and 12% rated it as helpful.

I have to travel back and forth between the country and city a lot. ... It has been so helpful; it is just the right size.

At first I was using it as an everyday diaper bag – now, it is the backup. I like it because it is nice and tough, and I like the black – you can't see the dirt as much.

We carry her diapers in it; it's also helpful for other people to see it and encourage them to breastfeed.

I will take it to the hospital with me when I give birth and afterwards use it as a diaper bag.

When asked what if anything was missing in the education bag, many participants said the bag was complete. Only 18% had suggestions for additional items to include, ranging from more information about returning to work pumping, and the challenges of breastfeeding to breast pads, lanolin, and a burp cloth.

Let people know it can be hard and is not 100% wonderful all the time.

When you first start breastfeeding, information about not giving up right away. I hear a lot about initial breastfeeding soreness from my family and friends. They gave up.

A breast pump. Or information about breast pumps, recommendations about brand names.

I wouldn't necessarily say that anything is missing..., but information about the pumps, ... the prices; I was lost on the pump stuff. The hospital gave me a breastfeeding bag with some storage bottles – they were helpful.

FAVORITE ITEM

Respondents were most likely to select *Breastfeeding Keep It Simple* as their favorite item; the book received 30% of all votes, almost three times as many as any other item.

Of all these items, which was your favorite?	Percent of Respondents
<i>Breastfeeding Keep It Simple</i> book	30%
<i>To Baby With Love</i> DVD	12%
<i>A Keepsake Book for Baby</i>	12%
Education bag	12%
Breastfeeding tips bag tags	9%
Baby T-shirt	8%
Breastfeeding Support Pledge Card	1%
Book Mark	0%
No one favorite identified	16%

RECEIVING THE EDUCATION BAG AT WIC

About one-third (37%) of participants received the education bag on their first prenatal visit to WIC. Most (65%) received it in an individual counseling session. Many said a WIC staff member showed them all the items in the bag, which they said was helpful. Others were just given the bag, told that it contained important information on breastfeeding, and advised to look through it when they got home. Most study participants said they looked at it as soon as they got home.

“This is a bag for you, and it has materials,” and she went through each item and how it can help – she had a separate set she showed.

The woman was talking to me, and then when I was about to go, the woman gave me the bag and told me to go through the information when I got home. I was excited I got the bag.

I think I was just, if I recall, I filled out paperwork, and they gave everyone who was there for the first time a bag. They did not explain anything about the bag. It would have been the perfect time to talk about breastfeeding or to influence what you would do.

She told me everything that was in it and that it was in the bag – to let her know if I needed any help, and showed me the number on the key chain.

WIC BREASTFEEDING SUPPORT EXCEEDED EXPECTATIONS

When participants were asked what kind of breastfeeding support they expected from WIC, 50% said they did not expect any breastfeeding support. Many said they were surprised by the support they received, and for some it made the difference in their decision to breastfeed.

Not as much as what I got! I didn't think they would take the time to explain all this to me and encourage me.

When I went nine years ago, they just asked me if you were going to breastfeed or not, and I thought it was going to be the same thing. And now they said they are trying to promote breastfeeding instead of regular formula in a can.

I didn't expect to receive any, so it was really nice. I thought they were going to push the formula. I am really glad they are pushing breastfeeding. I was really surprised but very happy – it was totally unexpected.

Some respondents said the breastfeeding education they received at WIC changed their minds about how they were going to feed their infants.

The WIC counselor went beyond. She explained the size of the baby's stomach. I didn't expect to go to classes. ... I thought, “Whoa,” and when I saw all this stuff in the bag, it pushed me more in the direction to make it work. This is when I became determined to make it a year. It's really important.

When I first came to WIC, I didn't think I was going to breastfeed. I was all wrong about the WIC program. I thought I was just going to get milk and cheese. When I got there, she asked me, “Are you going to breastfeed?” and I said, “I

don't know." She went over everything – "Breastfeeding is natural and better for the baby" – she went over everything thoroughly. After she went over the benefits, that is when I knew I was going to breastfeed.

I didn't know at first. They did good – Ms. Bonnie, she is really good. They explained it to me and took however long it needed to answer.

I've never thought about breastfeeding – I didn't know anything. They put it in my head that you should breastfeed.

WHAT RESPONDENTS IDENTIFIED AS THE MOST INTERESTING INFORMATION

No single aspect was mentioned more often than others. Some participants identified information about breastfeeding's health benefits for the mother as most important, while others cited information about benefits for the baby. Overall, every respondent could identify something interesting she had learned. It is clear from the variety of responses, the education bag met the needs of many women in different ways and that it changed some women's perspective on breastfeeding.

CONCLUSION

The breastfeeding canvas tote bag containing educational items made a significant impact on breastfeeding decisions in the pilot area population that participated in this study. Findings indicate that the educational aspects of the materials in the bag, especially the *Breastfeeding Keep It Simple* book and the DVD, changed some participants' minds about breastfeeding and offered many the support they needed to overcome barriers and fears. The knowledge their partners gained from reading the *Just for Dads* brochure influenced a significant number, increasing their support of their partners' decision to breastfeed. The *Just for Grandparents* brochure served as a way to include grandmothers in the breastfeeding decision and experience.

Broader distribution of the education bag has the potential to increase breastfeeding rates among WIC clients.

RECOMMENDATIONS

The study's findings support the following recommendations to WIC:

- Expand distribution of the canvas tote bag containing breastfeeding education materials to the broader WIC market.

- Delete the *Breastfeeding Matters* bookmark and Breastfeeding Support Pledge Card from the education bag contents.
- Consider deleting the *Keepsake Book for Baby* based on budget.
- Ensure that WIC staff members review the items in the education bag with clients and promote breastfeeding as they distribute the bags.
- Use the *To Baby With Love & Comfortable Latch* DVD in class, followed by a question-and-answer session with WIC staff, especially if the education bags will be distributed to class attendees.
- Clearly label the *To Baby with Love & The Comfortable Latch* as a DVD.

Appendix A Quotes from Women

Question #19:

How did the Breastfeeding Education Bag influence your decision to breastfeed? **Probe to determine** if receiving the Bag changed their mind about how they were going to feed their baby. **Probe to determine** if she breastfed longer because of the information received in the bag.

In a way, yes. My partner Chris did not support breastfeeding with the first baby but he read the book and became more supportive.

Some of them. The book definitely – I don't think anything else. Yes, the information in the book.

I wasn't going to try but I will now because I know it's good for my baby and it's also cheaper than buying formula.

It influenced me more because there were times when I was hesitant; when you are a first-time mom, you think you can't do this because it's too hard. It did help me a lot.

The "Latching On" information was really helpful because my cousin made me scared the breastfeeding would hurt if the baby couldn't latch on properly; it encouraged me that I will have different things to try if my baby doesn't latch on. I was actually having nightmares about my baby girl not latching on and these materials helped me deal with that dear.

No, because I'd already made up my mind. It DID answer some questions for me, particularly the Keep It Simple book (i.e. how long to breastfeed).

It helped with some questions I had, such as, if you have inverted nipples and the baby won't latch on.

I was thinking of bottle-feeding; these materials reminded me of the benefits, so I changed my mind. I'm going to try to breastfeed again because of this bag.

It helped me know I had made the right decision.

It strengthened my decision and gave me more information

The DVD really helped me to see how breastfeeding might work; I'd gone to the library and found a thick book on breastfeeding so this smaller Keep it Simple book was more explanatory and easier to read.

It reinforced it and reading the book mark – the stats – and a lot of stuff I didn't know so it reinforced my decision.

It reinforced my decision

I had already made up my mind but I was still feeling undecided about how my boyfriend and the grandparents were going to feed the baby. So that helped out a lot. I thought it was just going to be me feeding the baby. So now I know I can pump and put it in a bottle so my boyfriend and grandparents can participate. I am going to breastfeed for 6 months.

The book in the bag helped me decide a lot – the nutritional value and how to position and stuff cause I was totally lost on that – and if it hurt a lot, I had a still born.

Yes it did – the DVD shows how you can have a stronger bond with the baby and it was easier than carrying all the stuff with you for making a bottle and the bottle is only good for a little while.

I was kind of scared at first when I looked through it I didn't know how to do it or anything - the information helped me not be scared.

It changed my mind, I was thinking about bottle feeding, but then it reminded me how easy it is to breastfeed.

Yes it was more helpful. If I wasn't sure about something – the book really helped.

She had a very strong desire but it was very helpful especially the DVD – it reinforced my decision.

Yes, I breastfed the other for one month, but had to stop because I got sick and lost all my milk. No, it just confirmed all the good things about breastfeeding. One thing was that the milk changes as the baby grows. I didn't realize that. That was news. That is why I want to continue to breastfeed as long as possible.

I was looking at the DVD, the other moms and their point of view, it influenced me more to want to breastfeed. I see my nephew, bottle fed, who gets sick a lot. He went to the clinic several times. They said that your baby doesn't get sick as much. It helps reduce obesity, it helps me out, with ovarian and breast cancer. I just thought it would be best. Also because my friends bottle feed. I don't know anyone who breastfeeds so this let me know from other women who have breastfed.

It was the combination of the bag and talking to the nurse. I was embarrassed, worried about how to breastfeed in public. I had questions about if I don't produce enough milk. When my other daughter was up to three months, I worried she didn't

drink enough. But she told me my body would produce enough milk when it was time. As I read, I realized you will produce enough. More times than none, you will produce enough. The other part is that the medication doesn't affect baby as much as they thought; it's not straight to the child like I thought it was before. It did change my mind. I thought the burden would fall on myself. I didn't pump with the other child, so I had never thought about pumping to go in public or let the dad feed. I didn't deal with a lot the first time, but this helped me lean more in that direction.

I like the book; it has encouraged me to be more determined to make it work this time, more than ever.

I guess it didn't influence it, because I had already decided. I had already read "What to Expect when You're Expecting," which had influenced her. The Keep It Simple book, reinforced those decisions. I sent the brochure to Dad in prison; he was like, "Go ahead." At first he thought it was nasty and sexual. He then said if it is healthier, that is what you should do. Same with mother; when I first told her she thought the baby would be spoiled. After the brochure, she was okay. She also skimmed through the breastfeeding book, and got information and then encouraged me because of the health reasons. My sister had tried to breastfeed, and she had encouraged me. The doctors reinforced my decisions with health information. So I had decided, and especially the SIDS prevention thing, since my niece had died of SIDS.

Just actually reading it and then watching the DVD and my mom and the nutritionist – all of these things convinced me.

It made it more helpful because a lot of people were like "don't breastfeed," but when I saw all the information I did not care if it hurt and I didn't think it was going to hurt all that bad and it seemed like a really good thing to do. I probably did (breastfeed) a bit longer because the storage thing – how to store it – I followed that chart so when the milk dried up I still had some stored.

It just kind of helped support the fact and helped me feel more comfortable in my decision.

The little book explained a lot of questions that I needed answered...how long to breastfeed, the best time to start and stop and the times of the day to do it. I think (the bag) did change my mind.

Well, I actually told her that I was going to be breastfeeding. The movie did help out extremely, as far as the positioning of the baby. The first time I did it, I just did it the way it felt comfortable. I never knew about the wrong positions. The different bras were helpful to know about.

When I read through the book and it said it is healthier, that made me want to breastfeed and it is a whole lot cheaper.

The thing that influenced me the most was the women talking to me about all the benefits. Less doctor visits, that the colostrum was really good for them – less allergies.

It helps me feel more confident in feeling like I can succeed this time. My biggest challenge this time is work and school.

I was on the internet a lot and I was reading about it and watching the baby shows. When I got the bag I thought for sure this is what I want to do. It made up my mind.

The cards – they had a lot of information. It made it easier to want to do it. It did not change my mind. I think if I would have had the bag with my first kid I could have breastfed longer. My first one I was very, very full and I could have breastfed longer had I had these tools and information to make it easier. But, with the second kid, I just dried up...my body just stopped.

It made me want to breastfeed. Just all the stuff about how it benefits the baby. I learned a lot. That the baby won't get as sick – less visits to the doctor – and it also helps the mom lose weight and stuff – but that it is good for the baby's immune system. Yes – it caused me to choose breastfeeding.

Appendix B
Breastfeeding Education Bag – Evaluation Questions for Pilot

Breastfeeding Education Bag
Today's Date
Location

For mothers who are expecting (last trimester only):

1. When is your baby due?
2. How are you planning to feed your baby?
 Breast
 Breast and formula
3. Do you have other children? How old are they?
(If yes, skip to QUESTION 8)

Other comments:

For mothers who have given birth:

4. Tell me a little about your baby?
Name
Age
- Other comments:**
5. Do you have other children? How old are they?
6. When you thought ahead about feeding your baby, what did you plan to do?
7. What have you ended up doing?
Probe to determine circumstances that may have impacted opportunity to breastfeed.
8. Did you breastfed your other children?
9. Are you still breastfeeding?
10. **Question for ALL Mothers:** How long did/do you plan to breastfeed?
11. **If Respondent is NO Longer Breastfeeding, Otherwise Skip to QUESTION 12 or 13:** Why did you stop?

12. **For Pregnant Mothers:** How many visits to WIC have you had during this pregnancy?
13. **For Post Partum Mothers:** How many visits to WIC did you have before you gave birth to your baby?
14. What kind of materials did WIC give you to educate you about breastfeeding?

Probe: DVD, books, brochures, Breastfeeding Education Bag?

15. Do you remember receiving a Breastfeeding Education Bag?

Yes

If yes, is this the Breastfeeding Education Bag you remember?

No

Have you ever seen this bag?

Other comments:

16. **(Without showing items.)** What items did you find in the Breastfeeding Education Bag? (please check)

- To Baby with Love/The comfortable Latch – DVD
- Just for Dads brochure
- Just for Grandparents brochure
- Breastfeeding Support Pledge Card
- “Breastfeeding, Keep it Simple” book
- Breastfeeding Matters Bookmark
- Baby T-shirt
- A keepsake book for Baby
- Breastfeeding tips bag tags

Other comments:

17. **(Aided response.)** For items the participant doesn’t mention, show item and ask if they remember receiving it in the Breastfeeding Education Bag (please check)

- To Baby with Love/The comfortable Latch – DVD
- Just for Dads brochure
- Just for Grandparents brochure
- Breastfeeding Support Pledge Card
- “Breastfeeding, Keep it Simple” book
- Breastfeeding Matters Bookmark

- Baby T-shirt
- A keepsake book for Baby
- Breastfeeding tips bag tags

Other comments:

18. When you received the Breastfeeding Education Bag, had you already made your decision on how you would feed your baby?
19. How did the Breastfeeding Education Bag influence your decision to breastfeed? (Researcher notes if mother has breastfed before.)

Probe to determine if receiving the Breastfeeding Education Bag changed their mind about how they were going to feed their baby.

Probe to determine if she breastfeed longer because of the information received in the bag?

Other comments:

20. **For Post Partum Mothers Only:** Were there any items in the Breastfeeding Education Bag that you used to keep you going when you thought you might quit? If yes, which ones?
21. What do you think are some things that prevent or keep a woman from breastfeeding her infant?
22. How do you think the items in this Breastfeeding Education Bag help people overcome some of those concerns?

23. Regarding the **DVD:**

- Using the numbers 1 through 5, please rate the item on its helpfulness.

1 = very helpful

5 = not helpful at all

- Did you watch the DVD while you were pregnant?
 - Yes
 - No

Other comments:

- Both programs?
 - Yes
 - No
- How much did you watch?
 - Not much
 - About half
 - All of it

- Do you think he wanted you to breastfeed more, less, or about the same after he read it?

Other comments:

25. Regarding the **Just for Grandparents** brochure:

- Using the numbers 1 through 5, please rate the item on its helpfulness.

1 = very helpful

5 = not helpful at all

- Did you give the brochure to anyone?

- **If no, any reasons why not?**

No parents living close by.

Parents didn't want it.

Other:

- **If yes, who?**

Mother

Father

Mother-in-law

Father-in-law

Grandparent of mother

Other:

- **If yes:**

- Did they read the brochure?

Yes

No

Don't know

- What did they say about the brochure?

Probe, did they make any comments?

- Do you think they wanted you to breastfeed more, less, or about the same after she or he read it?

Other comments:

26. Regarding the **Breastfeeding Support Pledge Card**:

- Using the numbers 1 through 5, please rate the item on its helpfulness.

1 = very helpful

5 = not helpful at all

- What do you think this is for?

Me

Someone else

- Did you ask anyone to fill out the pledge card?

- **If no, any reasons why not?**

Everyone was already supportive.

Was too embarrassed to ask anyone.

Other:

▪ **If yes, who?**

- Mother
- Father
- Mother-in-law
- Father-in-law
- Friend
- Other:

- **If someone else signed it**, have you used the card to remind the person of the pledge they made to support you?

Other comments:

27. Regarding the **Breastfeeding: Keep it Simple Book**:

- Using the numbers 1 through 5, please rate the item on its helpfulness.

1 = very helpful

5 = not helpful at all

- Did you read any part of the book during your pregnancy?

- Yes
- No

- How closely did you read it?

- I glanced through it but didn't really read it.
- I read a few sections that were of interest to me.
- I read most of it.
- I read all of it.

- What parts did you read?

- What did you think about the book?

- If any, how did the book influence your decision to breastfeed?

- How did you use the book after you had your baby?

- **If not at all, any reason why not?**

- Didn't need it.
- Couldn't find it.
- Too busy.
- Other:

- **If yes, how often?**

- Did having the book assist/help you to breastfeed your baby longer than if you didn't have the book?

- Yes
- No

If yes, how?

Other comments:

28. Regarding the **bookmark**:

- Using the numbers 1 through 5, please rate the item on its helpfulness.

1 = very helpful

5 = not helpful at all

- Did you read the information on the bookmark?
- Did you use it to keep your place in the book?
- Did you learn anything from the bookmark that you didn't learn from the other materials? If yes, what?

Other comments:

29. Regarding the **Baby T-shirt:**

- Using the numbers 1 through 5, please rate the item on its helpfulness.

1 = very helpful

5 = not helpful at all

- **For Pregnant Mothers:** Do you think your baby will wear this t-shirt?

Yes

No

Other comments:

- **For Post Partum Mothers:** Did your baby wear the t-shirt?

- **If no, any reason why not?**

Didn't like

Too small

Other:

- **If yes, how many times:**

Other comments:

30. Regarding the **Keepsake Book for Baby:**

- Using the numbers 1 through 5, please rate the item on its helpfulness.

1 = very helpful

5 = not helpful at all

- Did you read the keepsake book?

- **If no, why not:**

Didn't have time.

Didn't interest me.

Other:

- **If yes, did you fill it out?**

- **If pregnant, do you plan to fill it out?**

- What did you think about the book?

Other comments:

31. Regarding the **bag tags:**

- Using the numbers 1 through 5, please rate the item on its helpfulness.

1 = very helpful

5 = not helpful at all

- Did you read them?

Yes

No

▪ **If no, any reason why not?**

Didn't have time.

Didn't interest me.

Other:

▪ **If yes, did you learn anything from the bag tags that you didn't learn from the other materials? If yes, what?**

▪ **As a quick reference, have you referred back to them?**

Yes

No

Other comments:

32. Regarding the **Breastfeeding Education Bag** itself:

▪ Using the numbers 1 through 5, please rate the item on its helpfulness.

1 = very helpful

5 = not helpful at all

▪ Have you used your bag again since receiving it with the materials?

Yes

No

▪ **If yes, what do you usually use it for?**

▪ **If no, any reason why not?**

Have other bags I prefer.

Didn't like the logo. (Probe – what if it just had the milk drop logo w/ no words?)

Other:

Other comments:

33. Of all these items, what was your favorite?

34. What is missing?

35. What else might have been helpful to received in the Breastfeeding Education Bag?

36. When you came to WIC what kind of breastfeeding support did you expect to receive? **Probe:** How was the support you received different from what you expected?

37. Thinking about the contents of the Breastfeeding Education Bag, what is the most interesting thing you learned when you went through the contents?

Probe: What stands out in your mind?

38. Tell me about the day you received the bag?

39. Was it your first prenatal visit to WIC?

Yes

No

40. Was it given in class? Individual counseling?

41. What did they say when they gave it to you?

42. What did they say that made you want to look inside?

43. When did you look at the materials?

44. What grabbed your attention most?

Other comments:

Demographic Questions

45. What is your date of birth?

46. How do you name your race/ethnicity?

47. What is your marital status?

48. How far did you go in school?

49. Rural/Urban

50. Field Site

51. Number of years on WIC?

52. Number of other children?