

# A 'Positive Deviance' Approach to Improving Breastfeeding Rates in migrant farm-working Communities of FL, MI, and OH



**Randi McCallian, MPH, IBCLC**



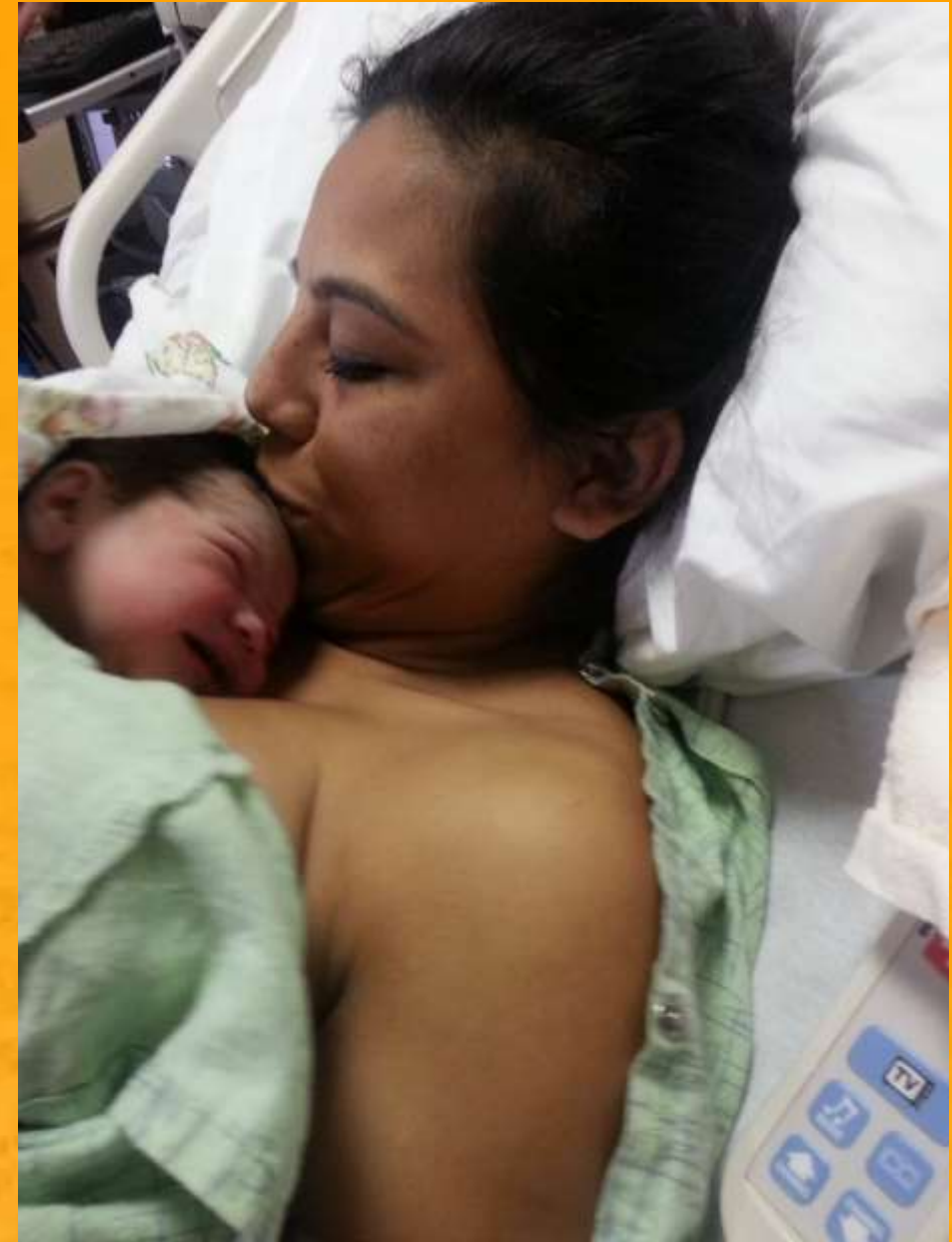
# Instinto Maternal

3 year grant (Kellogg)

Year 1- PD Research

Year 2 & 3 - Intervention

Expand on successful breastfeeding practices in migrant camps in Florida, Michigan, and Ohio by identifying existing best practices among the communities' positive deviants through the use of Community Health Workers.



Positive Deviance is the idea that every community has individuals who are successfully engaging in target health behaviors

# Positive Deviants: Women who engage in successful breastfeeding practices

Defined as...

Originally:

- EBF 6 months
- Breastfeed to at least one year

Redefined:

- Breastfeeding past 4 months
  - Exclusive
  - Partial
- EBF past 2 months



# 96 Surveys

## 29 Interviews

- Florida: 41
- Michigan: 38
- Ohio: 17



# Demographics

- Female, Hispanic
  - 87% Mexican/Mexican American
- Average age 30.3 (range: 18-48)
- 44% Farmwork/Agriculture
  - 28% homemaker
- 67% < HS diploma
  - 38% middle school or under



# POSITIVE DEVIANTS (N=96)

Exclusive Positive Deviants (EPDs) (n=27)

&

Partial Positive Deviants (PPDs) (n=69)

A woman was more likely to exclusively breastfeed when she had:

Accurate information

Confidence in her ability to breastfeed

Support from her family\*

Support from her husband\*

\*Knowledgeable of breastfeeding benefits



# Support

*“Support, support from  
your husband, mom, sister,  
or friends.” ~ Luisa*

# Family

*“My family supports my breastfeeding”*

100% of PDs agreed

81% of EPDs strongly agreed vs 68% of PPDs

Breastfeeding Problem - 21% turned to friends or family  
Interviews – EPDs support was more often knowledgeable

*“My mom would always tell me, miya it’s just for a little while, it’s going to get better, later you are not even going to feel it, so I just kept saying that to myself.” ~Jessica (EPD)*

# Husbands

*“My husband, he’s always there trying to figure this out with me.” ~ Illiana*

*“My husband wanted me to breastfeed, he didn’t want to have the same experience that we had with the first one.”  
~Luísa*

*“The most support I had was from my husband.” ~Ashley*



# Intervention

Increase knowledge of general community

- BF Education targeting “non-mothers”
- Peer Counselors

We certified 10 Spanish speaking peer counselors yesterday!



Resource is free on our website!





# DADS AND BREASTFEEDING YOUR SUPPORT IS IMPORTANT!

MHP Salud surveyed 90 breastfeeding moms, and they said that the baby's father was the most important person who supported them!

## WHY SUPPORT BREASTFEEDING?

Babies fed infant formula are not as healthy as babies fed breastmilk.

### Breastfeeding helps protect babies from:

- Sickness and diseases
- Obesity
- Asthma and allergies
- Sudden Infant Death Syndrome (SIDS)

### And helps protect moms from:

- Ovarian and breast cancers
- Heart disease

## WAYS TO SUPPORT A BREASTFEEDING MOTHER:

### Encourage her to breastfeed

- Babies should eat only breastmilk for the first 6 months

### Congratulate her for breastfeeding

- Breastfeeding is hard work; you can help her keep going!
- Tell her you are proud of her!

### Help her breastfeed in public

- Breastfeeding in public makes many women uncomfortable, try helping mom cover up, or go with her to a private spot to breastfeed.

### Burp the baby after a feeding

- Hold them on your shoulder and pat gently

**QUESTIONS?  
CONTACT A PROMOTORA!**



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# PADRES Y AMAMANTAR ¡SU APOYO ES IMPORTANTE!

¡Hicimos encuestas con 90 madres que amamantaban a sus hijos y nos dijeron que el apoyo del padre fue lo más importante!

## ¿PARA QUÉ APOYAR LA LACTANCIA MATERNA?

Los bebés que consumen fórmula no están tan saludables como los bebés que consumen la leche materna.

### La leche materna protege a los bebés de:

- Enfermedad
- Obesidad
- Asma y alergias
- Síndrome Infantil de Muerte Súbita (SIMS)

### Y ayuda a proteger a las madres de:

- Cáncer de ovario y de seno
- Enfermedades del corazón

## FORMAS DE APOYAR UNA MADRE QUE AMAMANTA:

### Animarla a amamantar

- Los bebés deben comer solamente la leche materna durante los primeros 6 meses de vida

### Felicitar a la madre de haber amamantado

- Amamantar es un trabajo duro, Ud. puede ayudarla a seguir adelante
- ¡Dígale que usted está orgulloso de ella!

### Ayudarla amamantar en público

- Amamantar en público les hace que muchas mujeres se sientan incómodas. Ayudarle cubrirse, o ir juntos a un lugar privado para que amamante.

### Le hace eructar al bebé

- Mantenerlos en su hombro y la palmadita suavemente

**¿PREGUNTAS?  
¡CONTACTA A UNA PROMOTORA!**



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Knowledge/Health Beliefs



# EPDs were more likely to agree

***“Breastmilk is the healthiest food for babies”***

89% of EPDs strongly agreed vs 70% of PPDs

***“Colostrum (the first milk) is healthy for my baby”***

97% of EPDs agree vs 85% of PPDs



# “Los Dos”

*“Formula is as healthy as breastmilk”*

48% of EPDs strongly disagree vs 26% of PPDs

*“Babies should have both breastmilk and infant formula”*

65% of PPDs agree that babies should have both

*“I was thinking formula was made from the cow’s colostrum, I figured it was healthy ... I didn’t know the real information until you explained me, but if I just knew this before, I wouldn’t give any to my kids.”*

*~Luisa (PPD)*



# Milk Supply

*“I know of ways to increase my milk supply”*

EPDs were twice as likely to strongly agree than PPDs

BUT - 41% of all PDs disagreed

*“Patience ... if you want to produce more milk you have to let the baby stay more time [on the breast] until your body gets used to producing more milk.” ~Magaly (EPD)*

# Hospital

49% of babies received formula in the hospital

*“In the hospital I used formula because I wasn’t producing enough” (Carmen)*

*“No, nobody told me, they didn’t explain, in the hospital they were very nice but they didn’t say anything to me... besides I don’t speak very good English, maybe that is the reason...” (Adriana)*



# Take-away?

- Educate the community
  - Men, especially husbands and fathers
- Share accurate and understandable\* information

\*Language and reading level

- Normal early breastfeeding (colostrum, tummy size)
- How milk supply works and how it can be increased
- Risks of formula (vs benefits of breastmilk)
- Hand expression and breastmilk storage
- Alcohol and breastfeeding
- Breastfeeding beyond 1 year

# Thank you!

Randi McCallian, MPH, IBCLC

[rmccallian@mhpsalud.org](mailto:rmccallian@mhpsalud.org)

[www.mhpsalud.org](http://www.mhpsalud.org)