



Accentuating the positive: Community solutions to breastfeeding in New Orleans

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Goals

- Define Positive Deviance Inquiry (PDI)
- Discuss the benefits of a positive deviance approach to breastfeeding
- Identify how key methods from this project could be utilized in a community based intervention

Definitions

- Women were **classified as PD's** if:
 - Pregnant and planning to breastfeed OR Ever breastfeed
 - Had ≥ 1 of the predetermined risk factors
 - African American
 - WIC participant
 - High school diploma or lower
 - Household income \leq \$35,000/year

PDI at a Glance

- PDI approach uses four steps: identifying PDs; discovering practices; choosing accessible practices; and providing feedback
- Based on the principle that solutions to community problems may already exist in the community
- PD's are traditionally identified by interviews and observations in naturalistic settings, this study successfully identified PD's using a survey

Conclusions

- Surveys can be used to successfully identify women who breastfeeding despite risk factors
- PDI facilitates the identification of coping mechanisms and behaviors that enable breastfeeding among this population
- Methods from this project and additional findings will be utilized in the development of a community based intervention using PD information and PDs as community health educators and breastfeeding advocates



Results

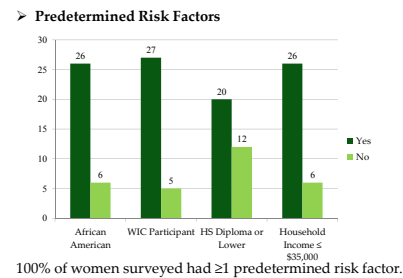
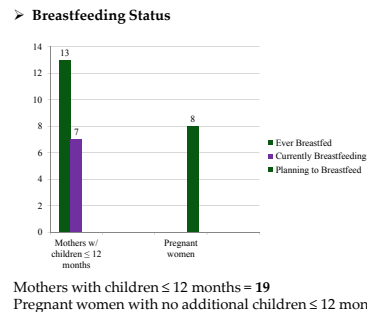
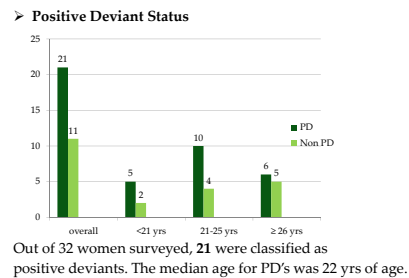
Background

- In Louisiana only 56.6% of infants are ever breastfed, well below the national average of 75% and the new Healthy People 2020 target of 81.9%
- Research has traditionally focused on barriers to breastfeeding. An alternative approach, positive deviant inquiry (PDI), identifies individuals who, despite being at risk, engage in beneficial practices and experience better outcomes than their peers with similar risks
- The Mary Amelia Women's Center initiated a project to explore the use of surveys to identify positive deviants (PDs) for breastfeeding among a population at high risk for not initiating or continuing breastfeeding

Sample

- 32 women at a pre-postnatal site serving the uninsured, urban population in New Orleans completed an infant feeding survey
 - Pregnant or mother of a child <1 yrs of age
- 6 PD's participated in a focus group discussion to help identify reasons for choosing to be a positive deviant and breastfeed

Infant Feeding Survey



Focus Group Findings

- Significant themes:
 - Partner support^{**}/barriers
 - Matriarchal (mother, grandmother, etc.) support^{**}/barriers
 - Workplace support/barriers
 - Professional support (doctors^{*}, nurses, doulas)
 - Hospital support/barriers
 - Social norms
 - Personal agency to breastfeeding

^{*}Themes corroborated by quantitative data among pregnant women with p-values < 0.05
^{**}Themes corroborated by quantitative data among mothers with children less than 1 yr with p-values < 0.05

Literature Cited

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Acknowledgements

We would like to thank Charlotte Parent, Beverly Shields, Maria Salmeron, and Barbara Cheatham at Healthy Start New Orleans for their support, time, and effort to make this research possible.

Further Information

Please contact lfutrell@tulane.edu. More information on this and related projects can be obtained at www.tulane.edu/womenshealth.