

**DO EDUCATIONAL DOCUMENTARIES ON DONOR BREASTMILK  
INFLUENCE MOTHERS' BELIEFS ABOUT THE ACT OF DONATING  
THEIR BREASTMILK?: EXPERIENCES IN A KANGAROO MOTHER  
CARE UNIT IN SOUTH AFRICA**

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# Conflict of Interest & Thanks

- Work for a milk bank, no funding received
- With thanks to: Frances Kroon and the Mothers at Mowbray Maternity Hospital



# Background

- Preterm infants fed donor breastmilk as opposed to formula milk have fewer hospital acquired infections and a shorter stay in the NICU saving resources and costs. Updegrove, K. (2004).
- The practice of using donor breastmilk for vulnerable infants in SA is increasing; unfortunately this at present has not been accompanied by a growth in awareness or knowledge about donating.
- SA has an exclusive breastfeeding rate of just 8% this limits the pool of potential breastmilk donors. National Department of Health South Africa. (2007)



# Objectives

- Do educational documentaries impact potential donor's beliefs surrounding donating breastmilk and can this facilitate the recruitment of breastmilk donors?
- The theory of planned behaviour will be used as a framework to understand how educational documentaries influence the underlying beliefs
- Identify common facilitators and obstacles to donating.



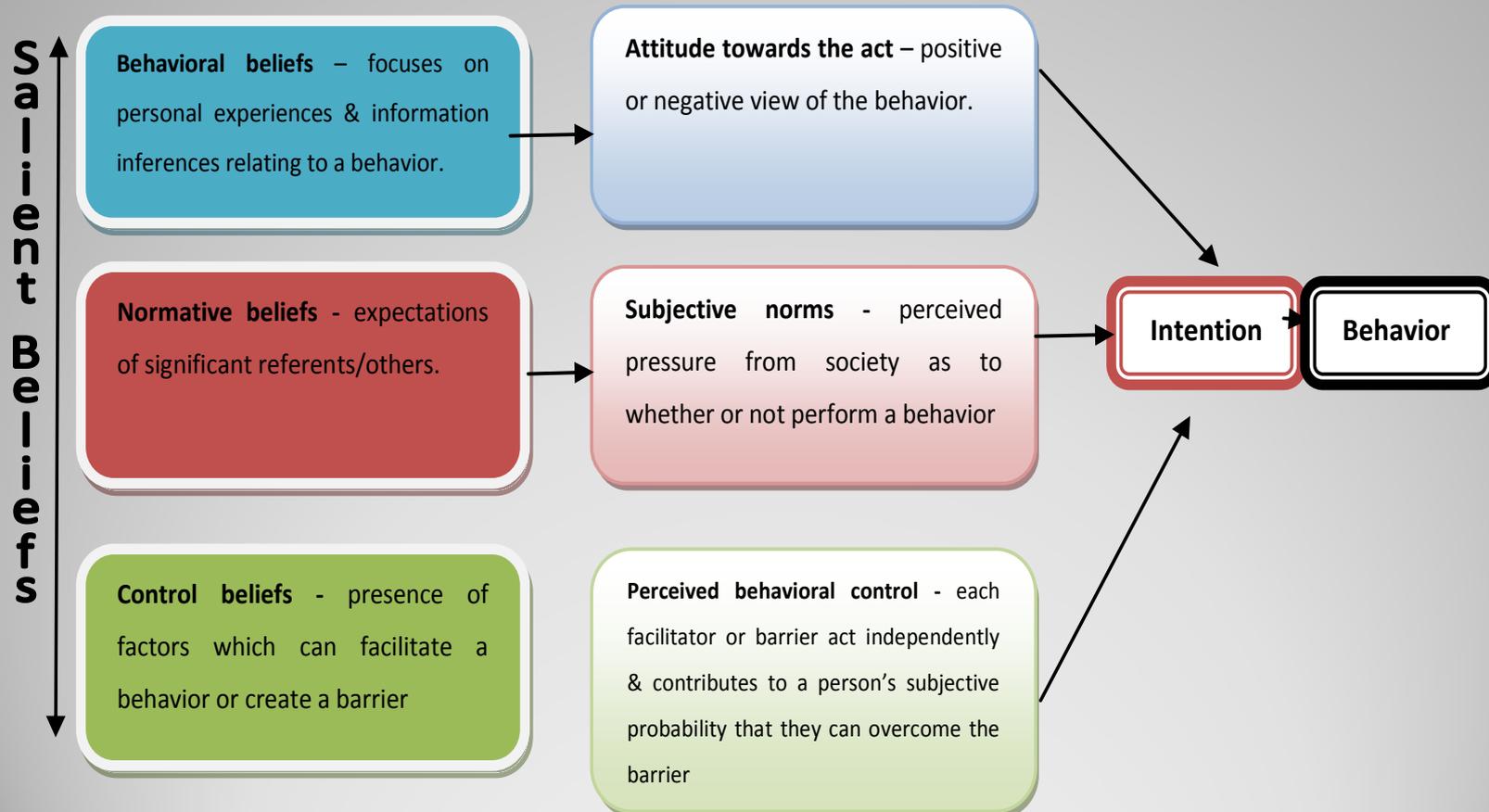
# The Theory of Planned Behaviour

- Identify underlying beliefs that distinguish between those who will perform and those who will not perform a behaviour.
- TPB suggests that more favourable attitudes towards an act, more favourable subjective norms and perceived behavioural control strengthen the intention to perform a behaviour. Ajzen, I and Fishbein, M (1980)
- The TPB has been used successfully to predict and explain a wide range of health behaviors and intentions including smoking, drinking, health services utilization, breastfeeding, and substance use etc. Giles, M, & Cairns E. (1995).



# Theory of Planned Behaviour

Figure 1: Theory of Planned Behaviour



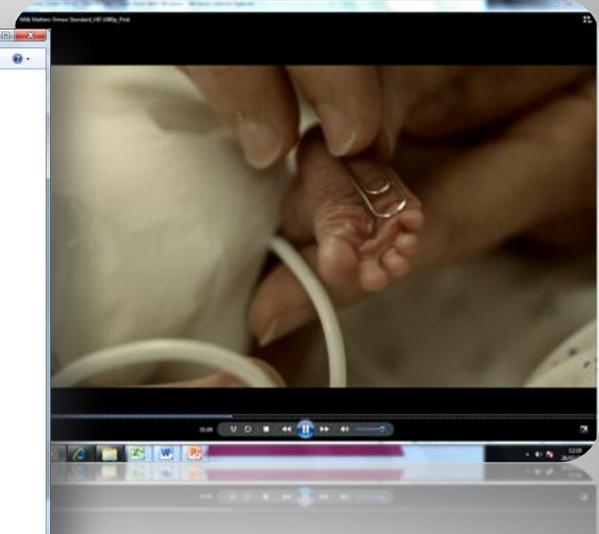
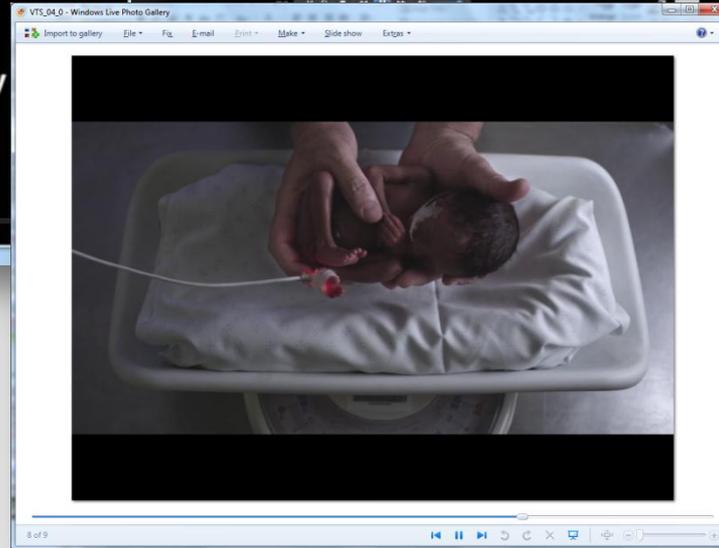
# Conceptual framework utilising the TPB to understand how educational documentaries can increase donor recruitment in South Africa



# Educational Promos

Documentary order	Promo description
1	A three-minute clip illustrating the medical significance of donor breastmilk featuring health professionals. This aims to educate potential donors/health professionals on the value and benefits of donating breastmilk. This relates to behavioural beliefs by providing information that instils a positive outcome to the donation of breastmilk
2	A four-minute clip focusing on the processes involved in donating breastmilk and interviews with existing donors – this focuses on the altruistic role that donating breastmilk has to women, on the normative aspect of the TPB by illustrating the social acceptability of donating & the control belief of the TPB by discussing some of the facilitators to donating.
3	A thirty-second clip focusing on the altruistic motives behind donating breastmilk by illustrating “womb quivering” images of vulnerable, premature infants.

# Educational Promos developed by Frances Kroon



# Methods & Data Analysis

- Semi structured interviews were administered to 18 mothers and nurses within a KMC unit
- Interviews were conducted prior to the viewing and after the viewing of the educational promos to elicit positive/negative consequences, approving/disapproving norms and easy/difficult situations relating to donating breastmilk.
- The findings were subjected to thematic analysis and mapped onto behavioural, normative and control beliefs as outlined by the TPB.
- The frequency of answers was calculated to establish modal responses for each belief and in order to make a comparison between pre and post viewing of the educational documentaries.

# Results

## Demographics and characteristics of respondents (mothers) within the KMC unit

Demographics and Characteristics of respondents (mothers)	Average
Age of the mothers	27 years
Birth weight of the infants	1706 grams
Age of infant during interview	19 days
Parity	2
Length of stay in hospital	15 days
Education level completed	Grade 10
Combined monthly household income	R 5667

# Results

- Respondents value donor breastmilk and hold empathetic and altruistic beliefs surrounding the act of donating – empathy a common emotion in KMC/NICU.
- Behavioural beliefs citing the health benefits of breastmilk and donating rose after the viewing of the promos, suggesting an improvement in positive attitudes towards donating and the value of donating.
- Concerns over not enough milk reduced after the viewing of the promos. Thus the promos raised the respondents confidence, aptitude and therefore self-efficacy surrounding donating breastmilk.



# Results

- Family members, including husbands would support them if they were to donate – particularly if they watch the promos.
- No respondents reported that their faith would be a barrier to donating.
- Major barrier to donating breastmilk is transport
- More education on donating breastmilk is required.



## Results – Why would you donate?

- “help the health system in this country as there are too many sick babies we have to do something. I was sitting there in the ICU and just saw all of these sick babies, one goes out and 2 comes in”.
- “My baby would be blessed to share something so precious with other babies who cannot get their own mothers breastmilk”.
- “I’m helping the kids develop just because of my milk. I think it amazing that they can up with this idea to help premature babies instead of giving formula milk. And even a small amount of milk can make such a difference”

# Implications for Practice

- Donor recruitment service needs to be convenient – drop off points, depots, transport = **sustainability**
- **Breastfeeding & recruiting donors** must be multi-faceted with family members, in particular husbands and nurses, being targeted by educational interventions, to aid the scaling up of breastfeeding & donor recruitment.
- Educational promos can be an important tool to increase donor recruitment & breastfeeding!



# Conclusion

- The potential to increase the recruitment of breastmilk donors in South Africa is considerable.
- The educational promos' elicited emotive and altruistic beliefs surrounding donating.
- The promos reduced preconceived fears surrounding donating suggesting that donor recruitment aids such as the promos can be effective.



**THANK YOU – QUESTIONS?**



# References

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