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Successful breastfeeding promotion: a motivational instructional model applied and tested

Submission date	Recruitment status	[_] Prospectively registered
02/07/2007	No longer recruiting	[_] Protocol
Registration date	**Overall study status**	[_] Statistical analysis plan
16/07/2007	Completed	[X] Results
Last Edited	**Condition category**	[_] Individual participant data
19/05/2017	Pregnancy and Childbirth	

Plain English summary of protocol
Not provided at time of registration

Contact information

Type(s)
Scientific

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Additional identifiers

Protocol serial number
EAT/1863/01 (The Research and Development Office Northern Ireland)

Study information

Scientific Title
Successful breastfeeding promotion: a motivational instructional model applied and tested

Study objectives
Breastfeeding initiation rates have increased over the last decade; however, breastfeeding duration rates have not (Infant Feeding Survey 2002). One fifth of women reportedly stop breastfeeding before leaving hospital. This study tested a motivational intervention delivered through routine midwife instruction with the intention of increasing women's motivation to sustain breastfeeding while receiving instruction from midwives.

The null hypothesis tested that there was no difference in the motivational outcomes of women who received the motivationally-enhanced version of midwife instruction and those who received current midwife instruction in accordance with best practice.

Ethics approval required
Old ethics approval format

Ethics approval(s)
Received from University of Ulster Research Ethical Committee in October 2004, transferred to Office for Research Ethics Committees Northern Ireland (ORECNI) in May 2006 (ref: 03/97).

Study design
Intervention single-centred single-blind trial (women were blind to group, stickers indicated group to midwives). Prior to recruitment a randomised table was created

Primary study design
Interventional

Study type(s)
Quality of life

Health condition(s) or problem(s) studied
Breastfeeding promotion

Interventions
Control group:
The control group received breastfeeding instruction in step with the Baby Friendly Initiative and according to National Institute for Clinical Excellence (NICE) guidelines.

Intervention group:
The intervention group received a motivationally-enhanced version of the same instruction which was called 'Designer Breastfeeding'. As a result both groups received a two-hour antenatal infant feeding class, a breastfeeding book and midwife support for the first three postnatal weeks.

Intervention Type
Other

Phase
Not Applicable

Primary outcome(s)
Using seven point Likert scales women's motivational profile was measured in relation to three motivational factors:

1. Total value placed on breastfeeding
2. Total perceived midwife support
3. Total expectancy for successful breastfeeding

The Breastfeeding Instructional Motivation Measurement Tool was developed specifically for this study. Using factor analysis (n = 199) the reliability coefficients for the three motivational factors were satisfactory (Cronbach Alpha .8622, .8751, .8549). Data were collected on discharge from hospital by structured interview.

Primary outcomes were measured on discharge from hospital.

Key secondary outcome(s))
1. Breastfeeding behaviour was measured as a secondary outcome on discharge from hospital and at 3 weeks postnatal
2. Breastfeeding initiation was defined according to the Department of Health as giving one breastfeed or one episode of expressed breastmilk
3. Duration of breastfeeding was categorised in accordance with the Index of Breastfeeding Status (cited by Harmon-Jones, 2006), which classified breastfeeding on a scale in accordance with the amount of breastmilk the infant is receiving (1 = 100% breastmilk, 2 = more than 80% breastmilk and less than 20% other, 3 = 50 - 80% breastmilk, 4 = 50% breastmilk, 5 = 20 - 50% breastmilk, 6 = less than 20% breastmilk, 7 = 100% artificial milk).

Secondary outcomes were measured on discharge from hospital, and were repeated at 3 weeks postnatal (in the community and just prior to transfer of care to the health visiting services).

Completion date
01/10/2006

Eligibility

Key inclusion criteria
1. All consenting primgravida women (20 weeks gestation) who attended at the time of recruitment
2. Inclusion criteria included their intention to have their baby at the research hospital
3. No age limit was applied

Participant type(s)
Patient

Healthy volunteers allowed
No

Age group
Adult

Sex
Female

Key exclusion criteria
1. Incidents where a mother and baby were separated, for example when a baby was admitted to the neo-natal unit and did not receive routine instruction

2. Women who had already commenced the 'young mums' parentcraft program prior to 20 weeks gestation (19 years old or less)
3. Women who for ethical reasons were considered vulnerable, for example, women who neither spoke or understood English
4. Women who declined to participate

Date of first enrolment
01/12/2005

Date of final enrolment
01/10/2006

Locations

Countries of recruitment
United Kingdom

Study participating centre
Room 24L12, University of Ulster
Belfast (Northern Ireland)
United Kingdom
BT37 OQB

Sponsor information

Organisation
University of Ulster (UK)

ROR
https://ror.org/01yp9g959

Funder(s)

Funder type
Government

Funder Name
The Research and Development Office of Northern Ireland (UK)

Results and Publications

Individual participant data (IPD) sharing plan

IPD sharing plan summary

Not provided at time of registration

Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
Results article	results	31/12/2013		Yes	No