

Can involving partners in breastfeeding counselling help first-time mothers breastfeed exclusively for six months?

Submission date 26/06/2026	Recruitment status Not yet recruiting	<input checked="" type="checkbox"/> Prospectively registered
Registration date 26/06/2026	Overall study status Ongoing	<input type="checkbox"/> Protocol
Last Edited 26/06/2026	Condition category Pregnancy and Childbirth	<input type="checkbox"/> Statistical analysis plan
		<input type="checkbox"/> Results
		<input type="checkbox"/> Individual participant data
		<input checked="" type="checkbox"/> Record updated in last year

Plain English summary of protocol
Not provided at time of registration

Contact information

Type(s)
Public, Principal investigator, Scientific

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Additional identifiers

National Medical Research Register
RSCH ID-26-04218-8KZ

Study information

Scientific Title

Partner-inclusive postpartum counselling versus breastfeeding friendly hospital initiative (BFHI) standard care to improve six-month exclusive breastfeeding among primiparous women

Study objectives

Ethics approval required

Ethics approval required

Ethics approval(s)

Approved 30/04/2026, UMMC Medical Research Ethics Committee (UMMC-MREC) (University Malaya Medical Centre, Lembah Pantai, Kuala Lumpur, 59100, Malaysia; +60 03-79493209; ummc-mrec@ummc.edu.my), ref: 20251114-15878

Primary study design

Interventional

Allocation

Randomized controlled trial

Masking

Open (masking not used)

Control

Active

Assignment

Parallel

Purpose

Supportive care

Study type(s)

Health condition(s) or problem(s) studied

Improving exclusive breastfeeding at six months among primiparous postpartum women.

Interventions

This is a two-arm, parallel-group randomized controlled trial. Eligible primiparous postpartum women and their partners will be randomly allocated in a 1:1 ratio to either the intervention or control group after providing written informed consent.

Intervention group: Participants will receive routine Baby-Friendly Hospital Initiative (BFHI) postpartum care plus a single structured partner-inclusive breastfeeding counselling session before hospital discharge. The session will include a standardized educational video followed by face-to-face discussion with the research team to reinforce key messages, answer questions, and address breastfeeding concerns. Topics include breastfeeding techniques and positioning, common breastfeeding challenges, breast milk expression and storage, and practical and emotional partner support. The session will be delivered once during the postnatal admission.

Control group: Participants will receive routine postpartum care according to BFHI standards at University of Malaya Medical Centre without the additional partner-inclusive counselling session.

Participants in both groups will complete baseline questionnaires before discharge. Follow-up assessments will be conducted at 3 and 6 months postpartum to assess exclusive breastfeeding status and complete the study questionnaires.

Intervention Type

Behavioural

Primary outcome(s)

1. Exclusive breastfeeding at six months postpartum measured using the WHO 24-hour infant feeding recall method at 6 months postpartum

Key secondary outcome(s)

1. Maternal breastfeeding self-efficacy measured using the Breastfeeding Self-Efficacy Scale–Short Form (BSES-SF) at baseline, 3 months postpartum, 6 months postpartum

2. Partner breastfeeding attitudes measured using the Iowa Infant Feeding Attitude Scale for Partners (IIFAS-P) at baseline, 3 months postpartum, 6 months postpartum

Completion date

31/12/2027

Eligibility

Key inclusion criteria

1. Primiparous women aged 18 years or older
2. Delivered a healthy singleton term infant (≥ 37 completed weeks' gestation)
3. Intend to exclusively breastfeed their infant
4. Recruited within 24–48 hours postpartum prior to hospital discharge
5. Able to understand the study information and provide written informed consent
6. Have a partner who is available, willing to participate in the counselling session and follow-up assessments, and able to provide written informed consent

Healthy volunteers allowed

Yes

Age group

Adult

Lower age limit

18 Years

Upper age limit

45 Years

Sex

All

Total final enrolment

0

Key exclusion criteria

1. Mothers with medical contraindications to breastfeeding
2. Infants requiring prolonged neonatal intensive care unit (NICU) admission or with significant medical conditions that preclude breastfeeding
3. Mothers or partners unable to understand the study information or communicate in the study languages
4. Mothers or partners with major psychiatric illness, cognitive impairment, or any condition that would limit participation or informed consent
5. Women who screen positive for intimate partner violence (IPV) using the HARK screening tool
6. Partners who are unavailable or unwilling to participate in the counselling session and follow-up assessments

Date of first enrolment

01/07/2026

Date of final enrolment

30/06/2027

Locations

Countries of recruitment

Malaysia

Sponsor information

Organisation

University Malaya Medical Centre

ROR

<https://ror.org/00vkrxq08>

Funder(s)

Funder type

Funder Name

Department of Medicine, University of Malaya

Alternative Name(s)

Faculty of Medicine - Universiti Malaya, Medicine Department - Faculty of Medicine - Universiti Malaya, medicineumalaya, University of Malaya Faculty of Medicine

Funding Body Type

Government organisation

Funding Body Subtype

Research institutes and centers

Location

Malaysia

Results and Publications**Individual participant data (IPD) sharing plan****IPD sharing plan summary**

Not expected to be made available