2018 California Breastfeeding Summit
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Using Videos to Provide Breastfeeding Education

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Disclosure/Conflict of Interest Declaration

I have no actual or potential affiliations to declare in relation to this program and no conflicts of interest.
Exclusive breastfeeding rates at 6 months

- Rwanda
- India
- Indonesia
- World
- Philippines
- California
- Vietnam
- USA
- South Africa
- Italy
- UK

Many immigrant groups reportedly do much worse after settling in the US

Many mothers stop breastfeeding early due to problems

- “Not enough” milk
- Sore nipples
- Mastitis
- Engorgement
- Poor suckling

Better support can solve many problems
But support for mothers is often limited or not available

- HWs lack know-how
- HWs lack time
- Early discharge
- How hard can it be?
- Lack of teaching tools

In our experience, live-action video is the most effective way to teach providers & mothers breastfeeding practices at scale
Who we are

• A not-for-profit, based in Vermont
• Design and create videos
  – effective, evidence-based teaching resources
  – for health workers, mothers and caregivers
  – focus on low-resource settings
• 108 videos on essential newborn and maternal care
  – 30 languages
  – used worldwide

Our Breastfeeding Series

18 videos teach best practices

• Providers: observe and guide mothers
• Mothers: see, understand, follow
• Coverage
  – Concepts
  – Skills
  – Problems
• Many languages
Designed to be effective teaching resources to guide all women

• Direct the eyes and ears to help learning
• Live-action, authentic settings
• Practical, engaging, clear, step-by-step
• Evidence-based best practices

Early initiation of breastfeeding: showing how
Attachment: *showing why*

Is your baby getting enough milk?
Reaching around the world

Distribution & training highlights

- Viewed in every country
- >6,000 organizations; 120,000 downloads
- Lactation experts, nurses, midwives, doctors, students
- Pre-service, in-service, refresher training, at the point of care
Teaching mothers

- Classes and workshops
- E-learning courses
- In waiting rooms
- At the bedside and at hospital discharge
- During home visits, on phones and tablets

Millions more thriving babies

Nepal, teaching peer-to-peer
India, waiting rooms

India, breastfeeding class
Laos, childbirth class in tribal area

South Sudan, “field” classes
Expanding our reach: breastfeeding languages

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Breastfeeding Series
Testimonials

- *Those that I have viewed look excellent – done with great care and attention to detail.*
  – Felicity Savage

- *GHMP videos are beautifully filmed, animated, and voiced. The content is up-to-date and evidence-based, a perfect fit for our Baby Friendly hospital. They are clearly the best!*
  – Minnesota midwife (CNM, IBCLC)
Breastfeeding Series
Testimonials

• When I saw the head tilt, in the latch animation, I realized you had the crux of exactly as it should be. Nothing I've ever seen illustrates it that well. – Lactation consultant, France

• Attaching Your Baby at the Breast” is an AMAZING resource! Since most adult learners are visual learners, the video really speaks to new moms. The concepts are so much easier for them to grasp when they can see them.

  – Lactation consultant, Dallas

Bring it back home to California

• Live-action video is engaging, teaches the “eyes to see”, shows the how and why

• Excellent qualitative feedback

• Multiple options for hospital use

• Helps meet Baby-Friendly guidelines

• Many languages help reach linguistically isolated families
Californians who do not speak English at home or “very well” (20% of pop, 7 mm) {these languages are 90% of this group, ranked by #}

Thank you!

https://globalhealthmedia.org/

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Please visit our exhibit!