



# Effective home, family and community based interventions to inform the breastfeeding agenda in South Africa

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# Presentation outline

- Study background
  - Evident South Africa
- Systematic Review of Reviews process
- Key findings
- Research-practice significance/relevance

# Study background

- Global WHA target, 2015-2025: **50%** EBF



- MNCWH-N target, 2012-2016: **75%** EBF (DOH, 2012)
- SANHANES, 2012: **7.4%** EBF

**Is South Africa implementing effective interventions?**

# Evident South Africa



To determine the most effective home, family and community based interventions to improve exclusive breastfeeding rates in South Africa



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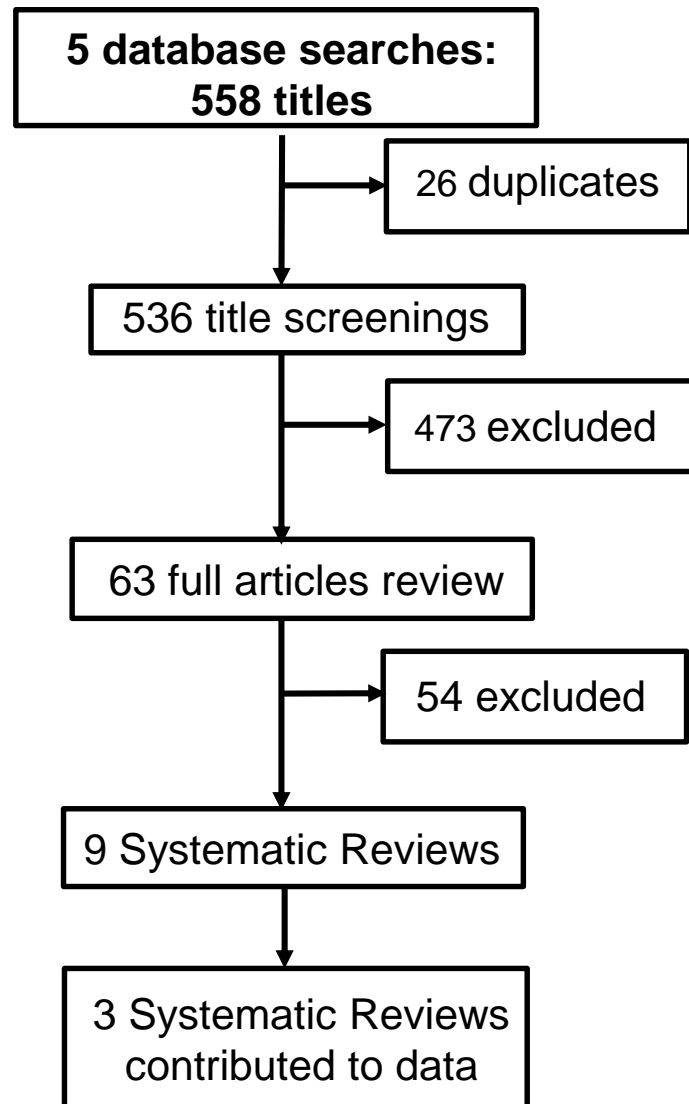
**Dr Andrew Booth**

# Systematic Review of Reviews process

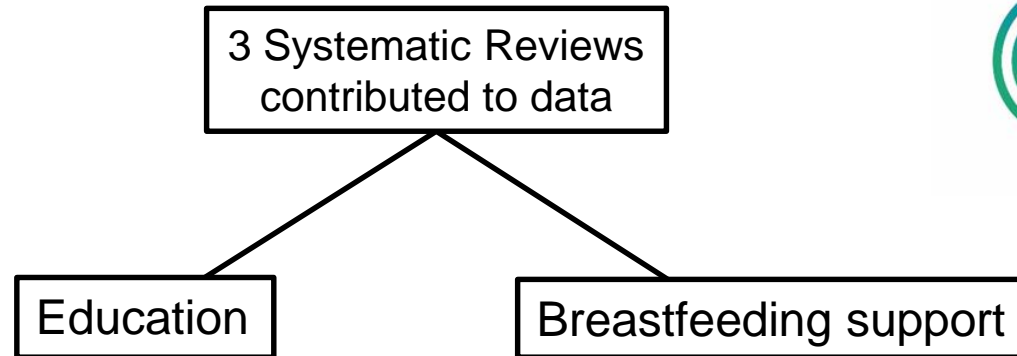
Study criteria:

- Papers including multiple studies/**systematic reviews**
- Target group: **pregnant/breastfeeding**
- **Community based** interventions
- Excluded hospital, workplace interventions, children with diseases, studies after 2001
- **↑ EBF rates >6 weeks**

**d middle income** countries



# Key findings



Any education

- Formal
- Informal  
(individual, group)

**Any and all**  
**education**

Any support

- Peer
- Family
- Professional

**Any and all**  
**support**

# Breastfeeding education

Health worker training

**Formal**

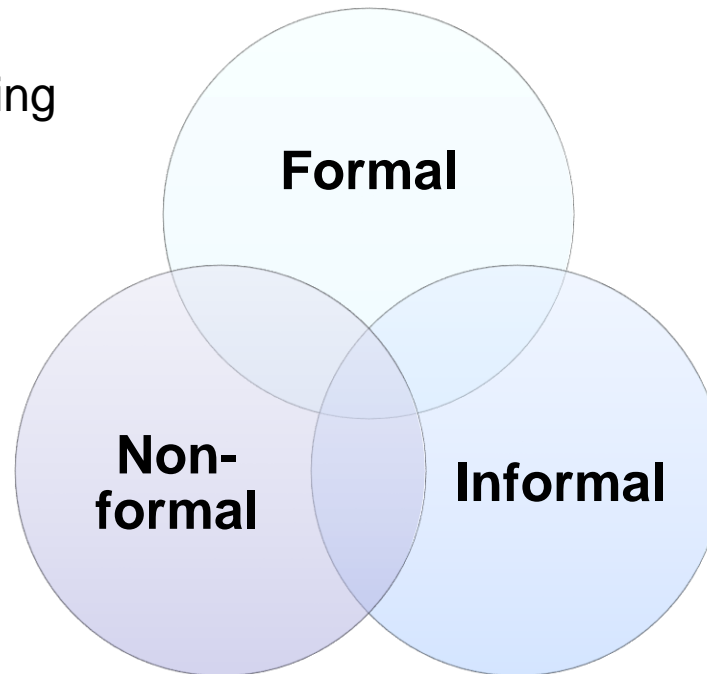
Seminars, informal  
talks, literature

**Non-  
formal**

**Informal**

**Most BF  
education  
is informal**

Friends, relatives,  
media, CHW



# Peer support

## Government:

- CHW – education, support groups
- UKZN – training of community caregivers (support & education)
- WC – breastfeeding peer counsellor programme (education, group/individual support, cell phone contact)



## Private groups:

- La leche league – mothers trained & accredited, provides information & support
- MAMA THEMBA – WC, support groups, one-on-one peer counselling
- Mothers2mothers campaign – HIV+ mothers



# Effective mass communication

- Centred on **mothers** – challenges & motivation
- Based on **research** – best way to deliver message
- Messages should **reach enough people** and be **shown often** enough to be memorable
- Commercial **advertising firms & media partners** used
- Brings out **emotions** – to be noticed & motivate change
  - Positive vs. negative emotion
- Behaviour shown as **beneficial, convenient, feasible & normal**
- Impact frequently **monitored & adjusted** as needed

<http://aliveandthrive.org/program-components/mass-communication/>

# Recommendations

Given the evidence, South Africa needs to invest in:

- Access to **high-quality, accurate breastfeeding information** on all platforms
- Access to **formal support** (peer, family, and professional)

# Thank you