

UC Davis Pediatrics

Title

Using targeted client communication via mobile devices (TCCMD) to promote exclusive breastfeeding (EBF) in Roatán, Honduras

Permalink

<https://escholarship.org/uc/item/86q8m7sh>

Authors

Yeung, Andrew
Rasmussen, Lisa
Herlihy, Julie
[et al.](#)

Publication Date

2021

Data Availability

The data associated with this publication are not available for this reason: N/A

Using targeted client communication via mobile devices (TCCMD) to promote exclusive breastfeeding (EBF) in Roatán, Honduras

Andrew A. Yeung, MSII
University of California, Davis

Introduction

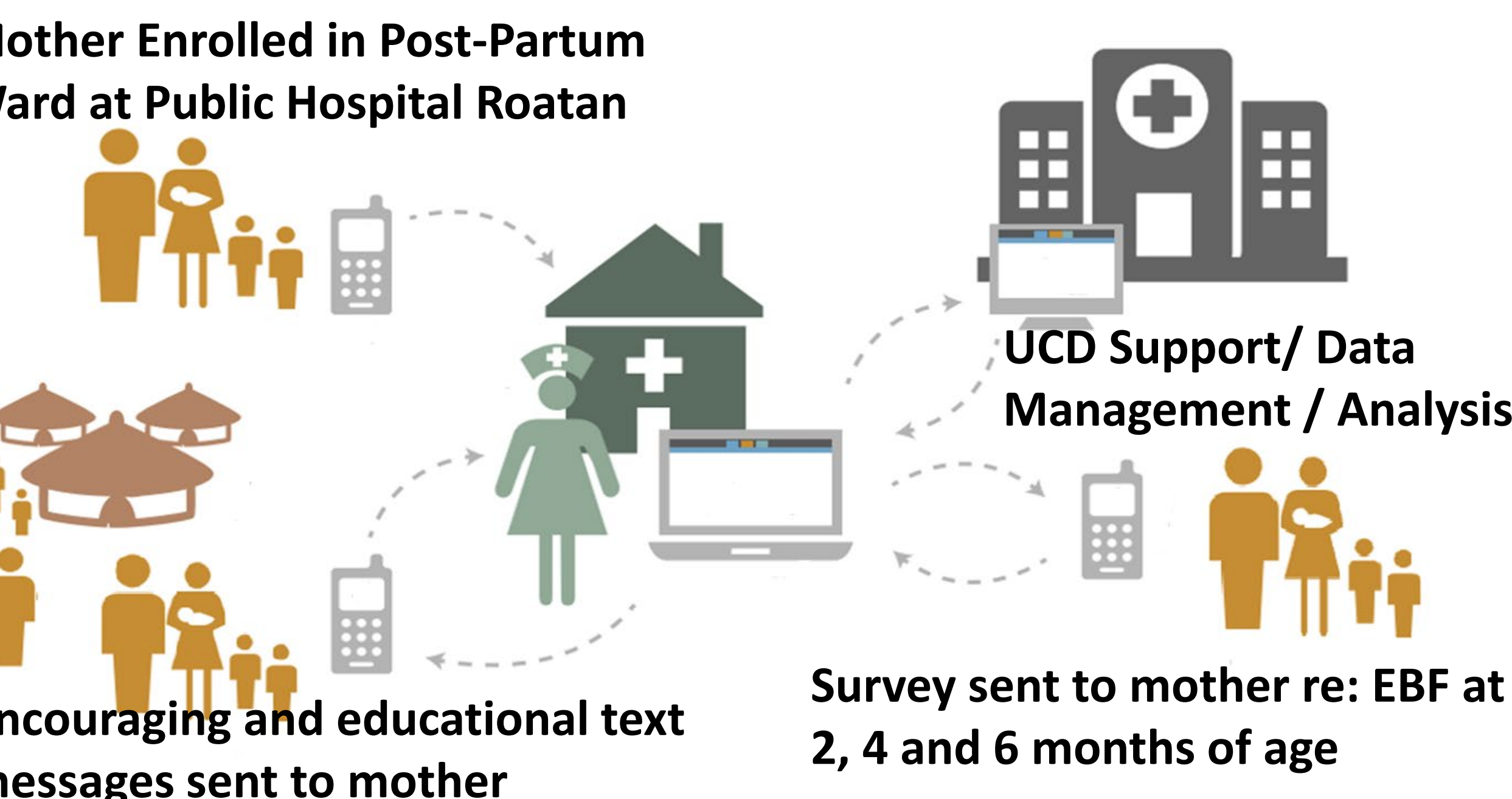
Promoting EBF is cost-effective and beneficial for both mother and infant; however, data on EBF prevalence in Roatán is limited.

Hypothesis

Will breastfeeding support through TCCMD ↑ prevalence of EBF for 2 mo. old infants in Roatán, Honduras?

Methods

- 08/16-05/17, a cross-sectional baseline survey of new mothers assessed EBF prevalence. (B)
- 09/17-11/19, an intervention recruited another sample of new mothers to receive 158 text messages promoting EBF over 6 mos. (I)
- Data analyzed using Pearson’s chi-square test and student’s t-test



Mothers of young infants receiving text messages promoting *exclusive breastfeeding* (EBF) were **MORE LIKELY** to practice **EBF** at *2- and 4-months* postpartum.



Take a picture to download the full paper

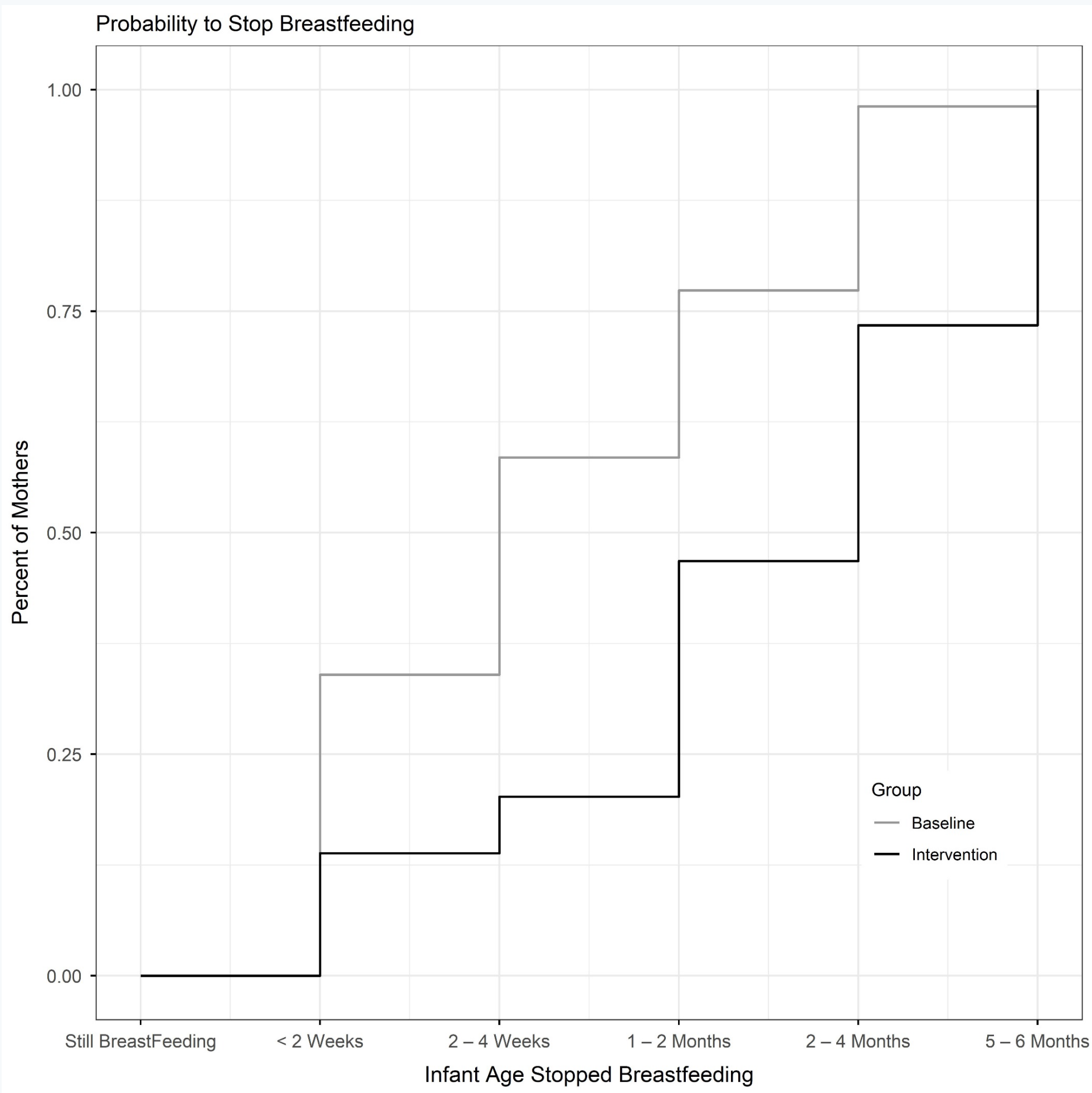


Questions: AAFYeung@ucdavis.edu



Results

1. EBF prevalence at 2 mos. and 4 mos. was 37.9% (I) vs. 13.6% (B) ($p<0.0001$), and 28.7% (I) vs. 13.5% (B) ($p<0.05$), respectively.
2. Odds of EBF at 2 mos. and 4 mos. were 4.2 and 2.3 times higher in (I) vs. (B), respectively ($p<0.001$, 95% CI[2.2, 8.1], $p<0.03$, 95% CI[1.1, 4.9]))
3. Decreased probability of stopping any breastfeeding in intervention vs. baseline group. See Kaplan-Meier Curve.



Discussion

EBF TCCMD showed statistically significant increased (1) EBF and (2) duration of any breastfeeding in first 4 mos. of infant life.

Cannot rule-out a temporal trend. Further study with a randomized trial would provide stronger evidence.