Using the A.C.T.I.O.N. Model to Advance Research and Surveillance in CT
SGCTA and CBC

Research and Surveillance

- Action 18: Strengthen existing capacity and develop future capacity for conducting research on breastfeeding.
  - Enhance the training of scientists in basic and applied research on lactation, breastfeeding, and women's and children's health.
  - Case in point: CBC works with undergraduate and graduate public health students through internships and research opportunities. Students participate in research endeavors that strengthen the CBC's goals around research and surveillance.

Informing a Statewide Breastfeeding Campaign

- Action 17: Increase funding of high-quality research on breastfeeding.
  - Methods to increase rates of breastfeeding among populations with current low rates.
  - Case in point: CT State University (CSU) and CBC sponsored a study to examine men's perceptions of breastfeeding.
  - Research responds to SGCTA section on Mothers and Their Families ~ Action 1: Give mothers the support they need to breastfeed their babies; and Action 2: Develop programs to educate fathers and grandmothers about breastfeeding.
Case In Point continued

• Research is planned to “launch or establish campaigns for breastfeeding education that targets mother’s primary support network, including family and grandmothers.

• This research involves collaborative efforts across SGCTA domains and working closely with:
  - The CBC Communities liaison, and
  - The CT Department of Public Health and WIC sites across the State to recruit participants for focus groups.

Identifying Barriers to Breastfeeding in CT

• Research focuses on the key barriers identified in the SGCTA by framing the focus group interview guide around:
  - Knowledge
  - Social norms
  - Family and social support
  - Embarrassment
  - Lactation problems
  - Employment and child care
  - Health services
Breastfeeding is Men’s Business, Too.

- SGCTA acknowledges the critical role fathers play in decisions to breastfeed and the potential opposition to breastfeeding that may result from their undefined role in feeding and ability to bond with the infant.
- Fathers can be a positive influence and help to mitigate other potential barriers including employment, child care, and lactation problems related to breastfeeding for women.
- The intention is to uncover barriers to men's support, so that they can be countered with a campaign to encourage breastfeeding across the State.
  - This fits with the individual across the lifespan part of the mode. Focus groups will attempt to include young adult males, men of ‘child rearing’ age and older men.

Getting Results to Improve Breastfeeding Rates

- Through collaboration, the A.C.T.I.O.N. Model is shaping research in ways that protect, promote, and support breastfeeding in Connecticut.
- The A.C.T.I.O.N. Model frames the work of the Connecticut Breastfeeding Coalition and is strengthening the results around breastfeeding throughout the State.