Effectiveness of Prenatal Breastfeeding Apps (Including Coffective)

Statistics proved that even at Baby-Friendly Hospital Initiative designated birthing hospitals with high rates of initiating breastfeeding, low-income minority women remained less likely to exclusively breastfeed in the hospital. *Breastfeeding Medicine* Volume 14, Number 10 reported the results of a study performed in Cleveland, Ohio at clinics serving primarily low income, publicly insured, and African American prenatal women regarding the effectiveness of iPad-based apps to promote in-hospital exclusively breastfeeding rates among minority women. Research had already demonstrated that breastfeeding rates among minority women had been increased through specific interventions including: peer counseling, breastfeeding teams consisting of a peer counselor working with a health professional, group prenatal classes, breastfeeding-specific office appointments, and hospital and WIC policy changes. Two i-Pad interventions studied included: (1) the Coffective App (Mississippi WIC provides) which is a free downloadable app that helps mothers identify a supportive breastfeeding champion and (2) a positive messaging intervention that offered breastfeeding information with pictures reflecting the racial and ethnic characteristics of those being studied in a question and answer format. The research found no statistically significant differences between participants receiving the champion intervention compared to the positive messaging intervention. The study did conclude that use of the two iPad apps significantly increased the proportion of prenatal women who intended to exclusively breastfeed and the postpartum mothers who chose to exclusively breastfeed as 45.3 percent of the champion participating and 53.7 percent of the positive messaging participants who did not intend to exclusively breastfeed in-hospital actually did.

**Breastfeeding Coalition Meeting**

**February 13:** 12:00 – 1:00 p.m. at WIC Central Office 805 S Wheatley St, Ridgeland, MS 39157 in the large conference room