

NEVADA

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TITLE: *You and Your Baby: The Nursing Team* (an animated breastfeeding video)

ORGANIZATIONS INVOLVED: SNAP, hospitals, Southern Nevada Health Department's Nursing Partnership, obstetric and pediatric offices

BACKGROUND/INTRODUCTION

Many low-income women enter Nevada hospitals without obtaining prenatal care. Although they express a desire to breastfeed, they are not appropriately prepared. Often they state they wish to both breast and bottle feed.

PROJECT GOALS

The primary objective of this project is to increase the knowledge, confidence and competency of low-income women so they will choose to exclusively breastfeed.

METHODS

A storyboard was created depicting two women, one pregnant and one nursing a one year old child. When the pregnant woman expresses concern about her choice to breastfeed her infant, the experienced mom answers her questions. Dazzle software was used to create the animation. After production, the video was sent to 5 IBCLCs and 2 hospital nurses for peer approval. The 20-minute English/Spanish video is currently being distributed (free) to all mothers enrolling in a prenatal assistance program, pre-enrolling for admission to the county operated University Medical Center or participating in a Nurse Partnership Program. Visits to distribute the video to individual obstetric and pediatric offices are underway.

RESULTS

Over 1200 videos have been distributed to pregnant women since October 2011. In addition, a process for ordering videos (at \$5 apiece) has been established.

SUMMARY/DISCUSSION

The majority of women receiving the video have yet to deliver their infants. In addition, it is difficult to evaluate the impact of the video on exclusive breastfeeding for each woman receiving the video. However, as mothers call our UNCE breastfeeding warm line, they will be queried about experiences with the video. We are seeking input into how to better capture impact evaluation for this project.