

# Global Health Media Project

Video: a teaching tool to improve  
exclusive breastfeeding rates

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# Many mothers **stop** breastfeeding **early** due to problems

- Sore nipples
- Mastitis
- Engorgement
- Inadequate milk
- Poor suckling

Problems solved by  
**good attachment**

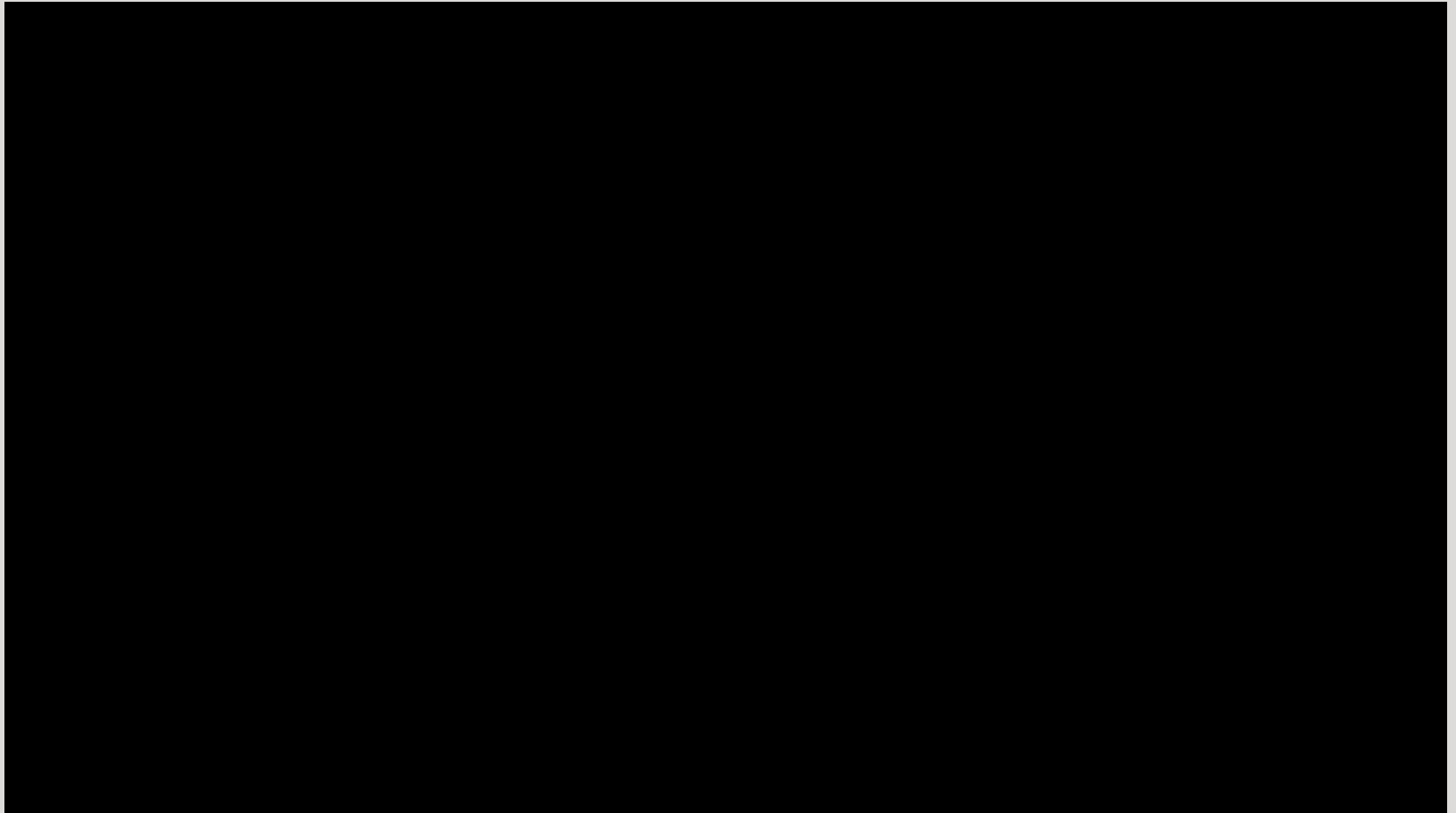


# Better education & support can teach mothers to attach effectively

- But provider support often limited
- Breastfeeding best taught by seeing live examples
- High-quality videos meet this need



# Example: *Breastfeeding Attachment*



# Designed to meet needs worldwide

- Live action
- Clear, engaging, practical, simple
- Step-by-step
- International best practices



# The series provides deep dive

- HWs: observe and guide
- Mothers: see, understand, follow
- Coverage
  - Concepts
  - Skills
  - Problems
- Multiple languages



# Some metrics on distribution & training

- Scales easily, viewed in nearly every country
- Used by >1,000 organizations planning to train >150,000 health workers (in only 4 months)
  - Lactation experts, nurses, midwives, doctors
- Teaching mothers: Antenatal classes, waiting rooms, one-to-one
- **Millions more thriving babies**

# Evaluation studies

- Malaysian Peer Counselor study
  - Substantial improvement in test scores
  - Skill retention; improvement over time
  - Validation through focus groups
- Timor Leste UNICEF study
- More studies underway



# Qualitative

## Interviews and survey of users

- Extremely positive
- “Best ever” visual guidance for attachment
- Demonstration key to behavior change

# Conclusions

- Live-action video is the most effective way to teach breastfeeding practices at scale
- Qualitative results +++ for HWs and mothers
- Quantitative results
  - Strong knowledge gains
  - Reinforced through practice
- Video teaching tools ...  
**small investment yields large impact**