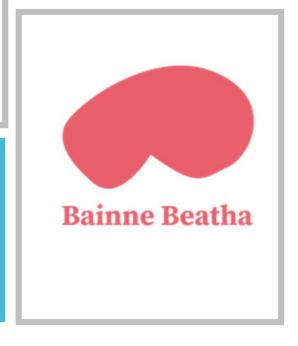
The Impact of the Covid-19 Pandemic on Women's Breastfeeding Experience Within the Irish Healthcare System

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## <u>Introduction</u>



Recommendations



Impact of Covid-19



## Methodology

Experiences of breastfeeding supports within the Irish health system
Infant feeding and COVID-19
Do you feel that COVID-19 pandemic impacted your access to breastfeeding support?
No, I finished breastfeeding before the pandemic began
No, I continued breastfeeding during the pandemic but no longer looked for breastfeeding support
No, I was able to access the support I needed
Yes, I was unable to access the in-person support I needed
Yes, I was unable to access medical support I needed
Other (please specify)
Do you feel that COVID-19 pandemic impacted your breastfeeding experience in general?
Yes - positively
Yes - negatively
○ No
Unsure
Please comment about the impact of COVID-19 pandemic on your breastfeeding experience or the support
you received.



Familiarisation of Data

**Producing Report** 

**Initial Coding** 



Braun and Clarke's
6-Step Thematic
Analysis
Framework

Definition and Labelling

Generation of Preliminary Themes

Review of Themes

'...Exclusively
breastfed as didn't
have to be
anywhere and was
able to work from
home...'

'Established breastfeeding much easier with this baby- **no visitors**. Not many callers to house after either' Covid's Effect on
Participant's Time and
Privacy While Breastfeeding

More time with baby

Didn't have to breastfeed in public

Comfortable at home

'...With my first baby - I was very nervous about feeding in public but because we weren't going anywhere during the pandemicthis issue didn't arise.'

## Covid's Effect on Social Support While Breastfeeding

'It was my second baby to breastfeed, so I had previous experience and in knowledge to go by.'

Couldn't receive support from friends and family

Couldn't meet other breastfeeding mothers

'...If the pandemic hadn't had been going on- we would likely have had more help from family, and it might have been less stressful as we could focus on the feeding issues better.'

'...I felt incredibly alone in it and like I was failing my baby.'

## Accessibility/Quality of Medical Support Varied

'Staff shortages as a result of covid meant my experience was that I felt I didn't have the same midwife support. On my first child born in nov 2019- I found breastfeeding hard but they were great at

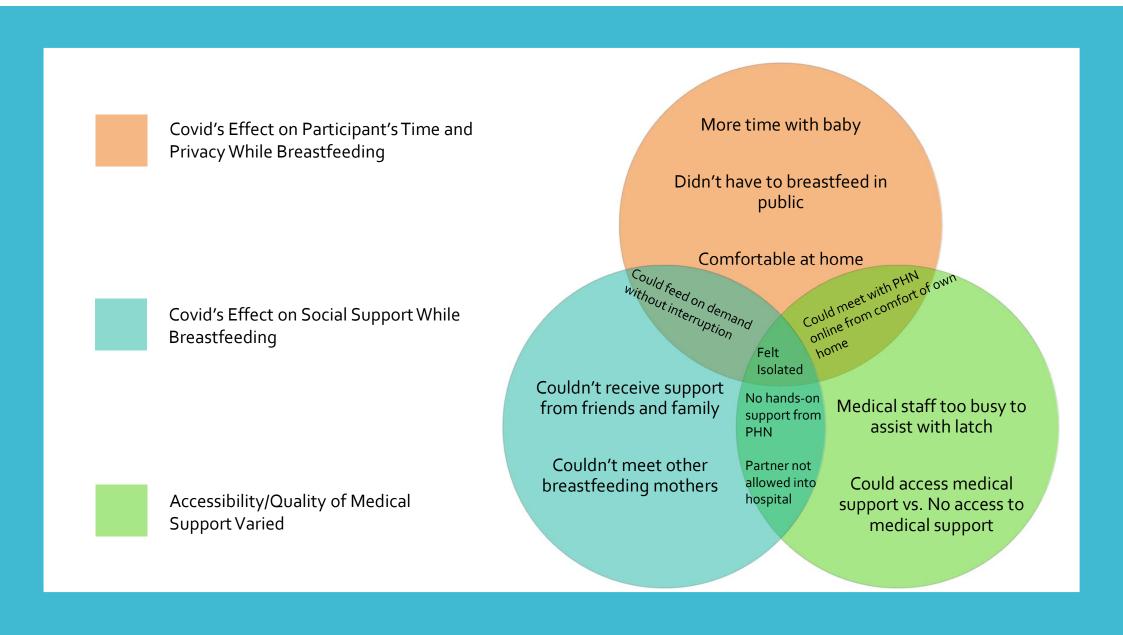
'While it definitely impacted-1 believe that it is by no means the reason. The 'I think having the supports

systematic...'

online is a great resource for people in isclated/rural areas and means they don't need to travel long distances to seek help.\'

Medical staff too busy to assist with latch

Could access medical support vs. No access to medical support

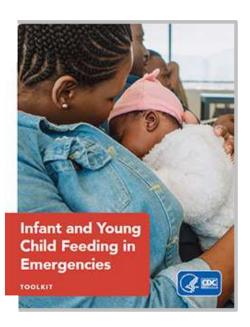




What do we do with this knowledge?

Discussion

What do we do going forward?





Time Management and Communication

- 1. Develop a plan and set a schedule.
- 2. Share your plan -> have someone to hold you accountable.
- 3. Consistent communication with your supervisor -> feedback is valuable, use it.
- 4. Set a date to review and adjust accordingly.

Thank you for listening!

Any Questions?



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