

# The Effects of Peer Support on Maternal Experiences and Breastfeeding Outcomes: An Evaluation of UNC's M.O.M. Networking Group

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Are you pregnant? Did you just have a baby? Are you looking to connect with other mothers?



**MENTORING OTHER MOTHERS (M.O.M.)** is a networking group designed for new mothers and their babies to share in their experience regarding motherhood.

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- ❖ Each session is led by an experienced mom & trained facilitator
  - ❖ Sessions meet **Tuesday AM & Wednesday PM**
  - ❖ For pre- and post-natal moms & babies, ages newborn—7 months.
  - ❖ Share stories, concerns, tips, and resources with other mothers
  - ❖ **FREE** session!  
Free & convenient parking!

To register or for more information:

www.NCHHealthyWoman.org  
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## Study Information

An electronic survey was used to gather information on the breastfeeding outcomes and experiences of two populations that the Women's Health Information Center (WHIC) at N.C. Women's Hospital served during the year 2016:

- Mothers who attended a breastfeeding class at UNC
- Mothers who attended the M.O.M. group

84 participants completed the survey, with 69% (n=58) from the breastfeeding class group and 31% (n=26) from the M.O.M. group.

- 94% (n=79) were first-time mothers
- 93% (n=78) of mothers gave birth to a full-term baby
- 100% (n=84) of mothers breastfed their child for some amount of time
- 81% (n=21) of M.O.M. group participants had attended a prenatal breastfeeding education class

A total of 14 interviews were conducted with M.O.M. group participants.

- The average age of interview participants was 34 years
- Race/Ethnicity: White- 71% (n=10), Hispanic or Latino/a- 21% (n=3), American Indian- 7% (n=1)

## Key Findings

Survey results provide valuable information on the breastfeeding outcomes of the populations that WHIC serves. Both groups are likely to have received high quality prenatal education and care, given birth in a baby-friendly facility, and begun breastfeeding with high commitment levels. Rates of formula use and breastfeeding exclusivity and duration suggest that even among these populations, it may be difficult to meet goals of best practice.

Data from the surveys and interviews of M.O.M. participants has provided the hospital with valuable feedback and direction for future development.

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