

MEDICAL AND SOCIAL FACTORS OF SUCCESSFUL BREASTFEEDING

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Abstract. An analysis of the influence of medical and social factors on successful breastfeeding was carried out. The goal of the breastfeeding support program in Ukraine was to reduce the morbidity and mortality of children in the first year of life, postpartum complications, and improve women's reproductive health. The breastfeeding support strategy recommends early attachment to the mother's breast (up to 30-60 minutes) after delivery, coexistence of mother and child, feeding on demand, not by the hour, rejection of artificial formulas, water and breast simulators. According to the results of the survey, it was established that 24 children (48.0%) were exclusively breastfed, 18 children (36.0%) were mixed-fed, and 8 children (16.0%) were artificially fed. Breastfeeding was successful for 45.8% of women in the age category 21-30 and 30-35 years, and 8.3% in the age category under 20 years. Breastfeeding was successful in women with different social status: 45.8% without a permanent job, 29.1% employees, 16.7% entrepreneurs, 8.3% students.

Key words: breastfeeding, artificial feeding, supplementary food, children.

Introduction. Successful breastfeeding is a complex process that depends on the interaction of various factors. Support from the family, medical community, and society can greatly facilitate this process and contribute to its success. Social factors can significantly influence breastfeeding success. Understanding these factors can help implement effective approaches to support mothers and improve breastfeeding outcomes. Different cultures may have different perceptions of the acceptance of breastfeeding, and this may influence a mother's decision about whether to breastfeed. Aggressive advertising and marketing of formula can put pressure on mothers and families to prefer formula feeding. This can influence breastfeeding decisions. Economic status affects the availability of resources for the mother, such as leisure time, literature and doctor's advice. Access to medical support and counseling to help resolve possible difficulties is an important success factor. A higher level of education may positively influence a mother's decision to breastfeed, as she may be more informed about the benefits of breastfeeding. Access to quality medical care and medical advice is essential for successful breastfeeding. Medical support may include lactation consultants and other professionals.

The purpose of the study was to analyze the influence of social and medical factors on the success of breastfeeding.

Material and methods. A survey of 50 nursing women with different types of infant feeding was conducted. Questionnaire questions included the woman's age, social status, compliance with the breastfeeding support strategy at various stages of medical support.

Research results. According to the results of the survey, it was established that 24 children (48.0%) were exclusively breastfed, 18 children (36.0%) were mixed-fed, and 8 children (16.0%) were artificially fed. In our studies, all women (100%) used the technologies of early attachment to the chest in the delivery room in the first 30 minutes after birth, skin-to-skin contact, cohabitation, feeding "on demand". However, 20% (10 women) indicated that they used artificial formulas in the first days of life for various reasons. Duration of breastfeeding was up to 6 months in 5 (20.8%) women, up to 12 months in 5 (20.8%) women, up to 18 months and more in 14 (58.3%) women. Breastfeeding was successful for 45.8% of women in the age category 21-30 and 30-35 years, and 8.3% in the age category under 20 years. Breastfeeding was successful in women with different social status: 45.8% without a permanent job, 29.1% employees, 16.7% entrepreneurs, 8.3% students.

Conclusions. Breastfeeding support strategy requires constant improvement and training, social and medical factors play a key role in the choice and successful implementation of breastfeeding. Their inclusion in support programs can improve breastfeeding attitudes in different sociocultural contexts.