



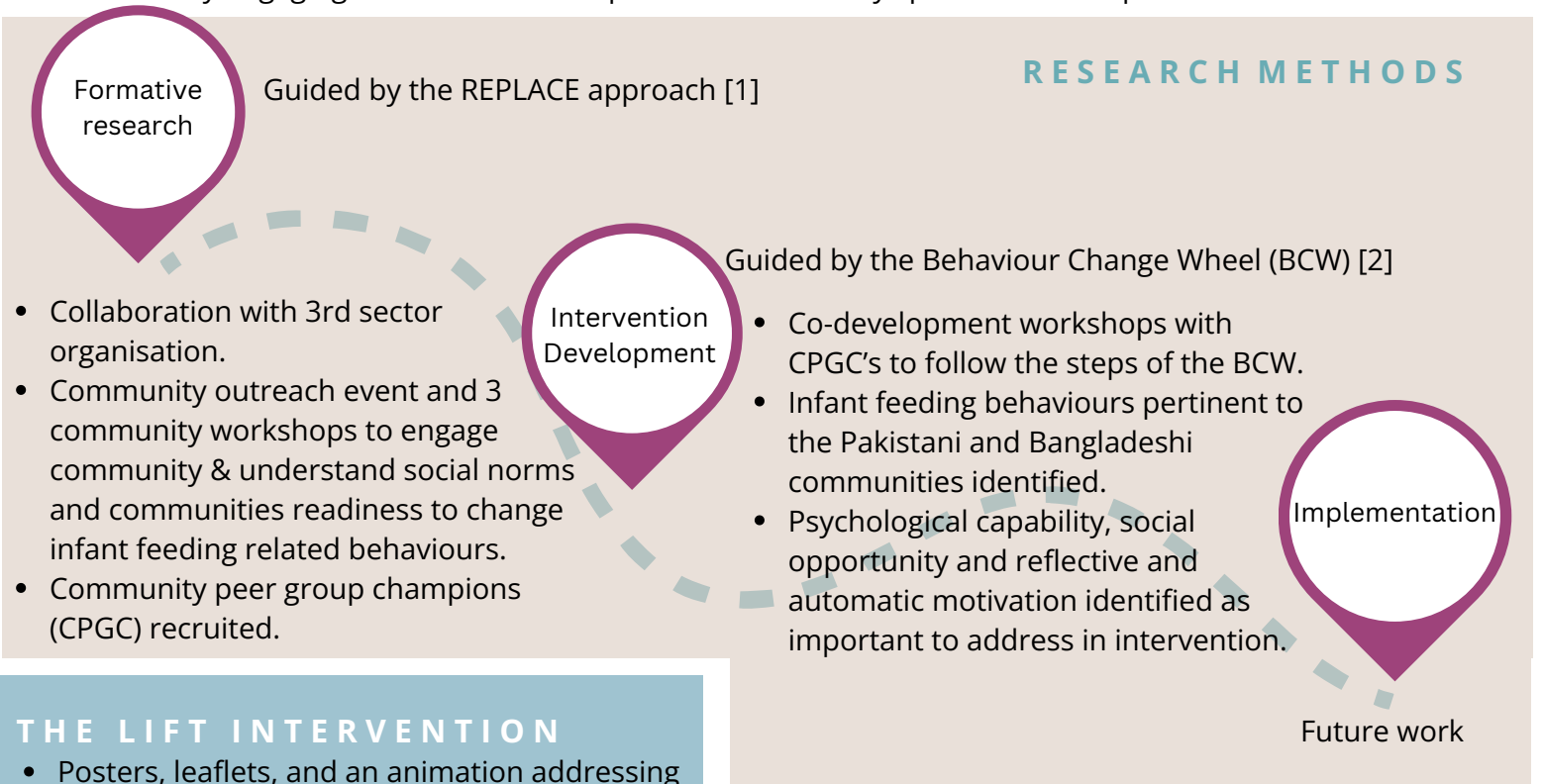
Optimising infant feeding in Bangladeshi and Pakistani communities in the UK: Co-development of the learning about Infant Feeding Together (LIFT) intervention

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BACKGROUND & AIMS

Breastfeeding rates among Pakistani and Bangladeshi communities in the UK are influenced by cultural beliefs and practices that can have both positive and negative impacts on breastfeeding. As such, culturally tailored interventions are called for. The LIFT project aims to understand the determinants of infant feeding in these communities by engaging them in the development of a culturally specific and acceptable intervention.



THE LIFT INTERVENTION

- Posters, leaflets, and an animation addressing 6 behaviours: gaining support from family to breastfeed; feeding colostrum to baby; avoiding formula milk in place of breastmilk; avoiding tastes of food/drinks other than milk until 6 months; avoiding honey until 1 year.
- Intervention content created to include behaviour change techniques.
- Designed to be implemented in the antenatal stages to complement health professional support.



KEY MESSAGES

Formative research and co-development with the target population aids in the development of culturally appropriate and acceptable interventions. LIFT was rigorously developed following theory-informed behaviour change frameworks but careful consideration and planning of co-development work is required to enable community members to understand tasks.

REFERENCES

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[2] Michie, Susan, Atkins, Lou, & West, Robert. (2014). The Behaviour Change Wheel. A Guide to Designing Interventions. Silverback Publishing.