### Information behaviour of primipara and first-time mothers on the topic of breastfeeding – a qualitative study for the promotion of breastfeeding in Germany

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**Introduction:** Breastfeeding implicates many positive health benefits for mother and child. Nevertheless, only 34 percent of infants in Germany are exclusively breastfed for four months. Due to the public health relevance of breastfeeding, breastfeeding actions at (inter-) national level play a key role.

**Objectives:** The aim of this study was to investigate whether, when, how and where primipara and first-time mothers inform themselves about breastfeeding in Germany. It should be determined how breastfeeding topics should be prepared and placed according to the needs of the target group and which need for assistance exists. Recommendations for practice should be derived from the results.

**Methodology:** The primary data collection took place by means of guided individual interviews with four primipara and five first-time mothers. This was complemented in advance referring to a systematic literature research. Field access to the target group took place via various multipliers, such as midwives and gynecologists. Using the qualitative content analysis by Mayring, the collected data was analysed and evaluated.

**Results:** The results show, that pregnant women inform themselves about breastfeeding to a limited extent before birth. Family, friends, midwives and physicians are important contact persons within the framework of information procurement. Internet websites and books are often used. Occasionally apps and forums are consulted. An increased flow of information is commonly demanded especially from the medical profession before birth. In order to strengthen the acceptance of breastfeeding in the society, campaigns and advertising effort should be initiated. Videos, posters and flyers are considered as appealing media. Pictorial illustration plays a central role.

**Conclusion:** The recommendations for action make an important contribution to breastfeeding. To ensure that pregnant women and mothers receive high-quality information on breastfeeding, it is essential to increase the circulation of information leaflets. Institutions and organizations dedicated to breastfeeding should become more prominent.

**Key references:**


**Key messages:**

1. There is a need for increased dissemination of high quality information (materials) on the subject of breastfeeding.
2. Health experts should be an information carrier on breastfeeding issues and should already address breastfeeding in the context of pregnancy care – The key role of the midwife must be used more intensively in the future.
3. More attention should be given to adequate breastfeeding immediately after birth.