

# MOTHERHOOD, MORALITY AND INFANT FEEDING

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# RESEARCH CONTEXT

World Health Organisation - breastfeeding has a range of benefits for mother and baby

Breastfeeding rates in Wales are very low only one per cent of Welsh women exclusively breastfeeding their babies for six months





#### **METHODOLOGY**

Visual Artefacts

Interviews

Experiences of infant feeding

Role of health services

Role of family

Role of outside others



## FINDINGS — MATERNAL SUPPORT IMPORTANT



#### FINDINGS - POLICING PREGNANCY







# FINDINGS — BOTTLE FEEDING, MEDIATION, STIGMA









#### FINDINGS — BREAST FEEDING DIFFICULTIES

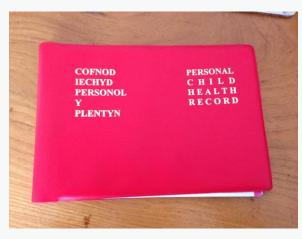
Medical complications

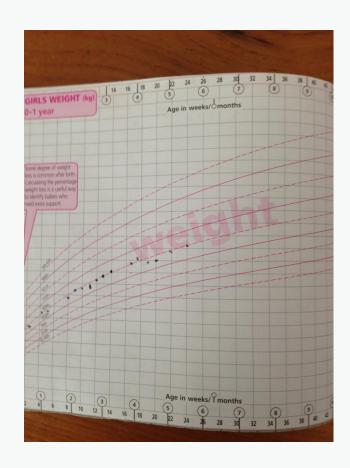
Pain not discomfort

Lack of 'realistic' knowledge

Work commitments

Weights and measures





## FINDINGS — POLICING BREAST FEEDING LIFESTYLE









# FINDINGS — POLICING BREAST FEEDING STIGMA





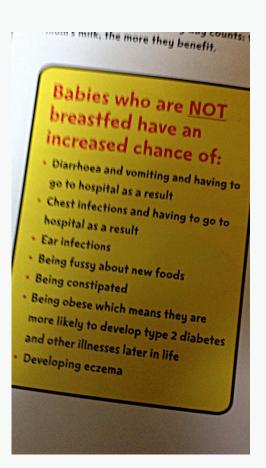


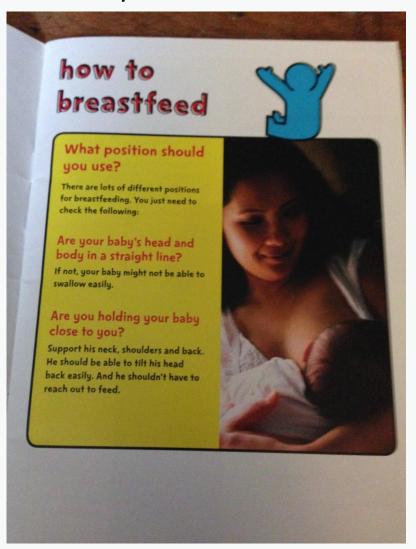




# FINDINGS — MIXED QUALITY OF ADVICE/SUPPORT











## PUBLISHING THE DATA







Thank you

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