

## REVIEW ARTICLE

# Interventions to improve breastfeeding outcomes: a systematic review and meta-analysis

Bireshwar Sinha<sup>1</sup>, Ranadip Chowdhury<sup>1</sup>, M Jeeva Sankar<sup>2</sup>, Jose Martinez<sup>3</sup>, Sunita Taneja<sup>1</sup>, Sarmila Mazumder<sup>1</sup>, Nigel Rollins<sup>4</sup>, Rajiv Bahl<sup>4</sup>, Nita Bhandari (nita.bhandari@sas.org.in)<sup>1</sup>

1.Centre for Health Research and Development, Society for Applied Studies, New Delhi, India

2.Department of Pediatrics, Newborn Health Knowledge Centre, ICMR Center for Advanced Research in Newborn Health, All India Institute of Medical Sciences, New Delhi, India

3.Centre for Intervention Science in Maternal and Child Health, Centre for International Health, University of Bergen, Bergen, Norway

4.Department of Maternal, Newborn, Child and Adolescent Health, World Health Organization, Geneva, Switzerland

## Keywords

Breastfeeding, Interventions, Meta Analysis

## Correspondence

Nita Bhandari, Centre for Health Research and Development, Society for Applied Studies, 45, Kalu Sarai, New Delhi-110016, India.

Tel: +91 011 46043751- 55|

Fax: +91 011 46043756|

Email: nita.bhandari@sas.org.in

## Received

13 May 2015; revised 12 June 2015; accepted 27 June 2015.

DOI:10.1111/apa.13127

## ABSTRACT

**Aim:** To provide comprehensive evidence of the effect of interventions on early initiation, exclusive, continued and any breastfeeding rates when delivered in five settings: (i) Health systems and services (ii) Home and family environment (iii) Community environment (iv) Work environment (v) Policy environment or a combination of any of above.

**Methods:** Of 23977 titles identified through a systematic literature search in PUBMED, Cochrane and CABI, 195 articles relevant to our objective, were included. We reported the pooled relative risk and corresponding 95% confidence intervals as our outcome estimate. In cases of high heterogeneity, we explored its causes by subgroup analysis and meta-regression and applied random effects model.

**Results:** Intervention delivery in combination of settings seemed to have higher improvements in breastfeeding rates. Greatest improvements in early initiation of breastfeeding, exclusive breastfeeding and continued breastfeeding rates, were seen when counselling or education were provided concurrently in home and community, health systems and community, health systems and home settings, respectively. Baby friendly hospital support at health system was the most effective intervention to improve rates of any breastfeeding.

**Conclusion:** To promote breastfeeding, interventions should be delivered in a combination of settings by involving health systems, home and family and the community environment concurrently.

## INTRODUCTION

Optimal breastfeeding practices are the cornerstone of child survival, nutrition and early childhood development. The World Health Organization (WHO) and United Nations Children's Fund (UNICEF) recommend initiation of breastfeeding within an hour of birth, exclusive breastfeeding for the first 6 months of life, and continued breastfeeding beyond 6 months and at least up to 2 years of age or more along with the introduction of nutritionally adequate and safe complementary foods (1). These optimal breastfeeding practices are so critical that they could prevent around 12%

of deaths in children under five annually, which in 2013 would have amounted to around 800 000 lives saved in low and middle income countries (2). Optimal breastfeeding practices also improve mother and infant bonding, help achieve optimum growth and development, protect against non-communicable diseases and benefit maternal health (3,4). However, global breastfeeding rates are still low and

## Abbreviations

BF, Breastfeeding; BFHI, Baby friendly hospital initiative; CI, Confidence interval; HIC, High income country; IMCI, Integrated management of childhood illness; LMIC, Low and middle income; MeSH, Medical subject heading; NICU, Neonatal intensive care unit; OR, Odds ratio; RCTs, Randomized controlled trials; RR, Relative risk; UNICEF, United nations children's fund; WHO, World health organization.

## Key notes

- Improvements in breastfeeding rates are critical.
- Counselling by peers or health personnel, baby friendly hospital support and community mobilization approaches are the key interventions to improve breastfeeding rates.
- Interventions should be delivered concurrently in a combination of settings i.e. health system, home and community to have a higher impact on optimal breastfeeding rates.

only subtle improvements have been observed over the past decades. Only 43% of the world's newborns are put to the breast within 1 hour of birth (5,6). UNICEF estimates that globally around 40% of children under 6 months of age are exclusively breastfed (5) and 49% of children are breastfed up to 2 years of age (7). A WHO report from 47 countries among 75 countdown countries, showed that the median coverage of exclusive breastfeeding has only increased from 34% in 2000–2007 to 41% in 2008–2012 (8). Improvements in breastfeeding rates are critical to the attainment of unfinished agenda of Millennium Development Goal 4 and require urgent action (9). The Comprehensive implementation plan for maternal, infant and young child nutrition aims to increase the rate of exclusive breastfeeding in the first 6 months of life from the current 40% to at least 50% by the year 2025 (10).

To improve breastfeeding rates, effective breastfeeding promotion interventions (which encompasses whole range of protection, promotion and support interventions) are needed which can empower and enable mothers to solve breastfeeding difficulties. Interventions such as the Baby Friendly Hospital Initiative, peer counsellor support through home visits, telephonic support, group counselling, community awareness campaigns, health programme approaches such as Integrated Management of Childhood Illness (IMCI) and policies like the WHO Code of Marketing of Breast Milk Substitutes have been found to be effective in improving breastfeeding in different studies (11–205). Some systematic reviews have looked at the effect on breastfeeding rates of specific interventions like antenatal education (206), lactation counselling by counsellors or health professionals (207), telephone support (208), peer support (209–211), and work place support (212). Others have reviewed the effect in specific settings such as the community (213) or primary health care (214). Some recent reviews pooled studies on educational interventions and observed that exclusive breastfeeding rates can be improved significantly with interventions (215,216).

In spite of proven interventions, global improvements in breastfeeding rates have been limited. There is a lack of information about which interventions delivered in clearly defined settings have the highest beneficial effects on breastfeeding rates. Evidence is also limited on the effect of interventions on all the WHO recommended breastfeeding practices. In this review, we summarize the evidence on how and to what extent interventions delivered in various settings can improve selected breastfeeding outcomes. This will help us identify the most effective interventions in each setting so that these can be prioritized. Within each setting we also examined the effect of different interventions that have the highest impact. Apart from including all studies covered in the most recent meta-analysis on breastfeeding interventions (215), we have included other studies published thereafter and also set our review objectives broader. The objectives of our review was to ascertain the effects of interventions on early initiation, exclusive, continued and any breast-

feeding rates when delivered in five types of settings: (i) Health systems and services, (ii) Home and family environment, (iii) Community environment, (iv) Work environment, (v) Policy environment or (vi) Combination of settings.

## METHODS

We searched for existing systematic reviews, particularly Cochrane reviews, on the effects of interventions on breastfeeding outcomes. As the scope of our objective was wider than previous reviews, we planned for a new review.

The search strategy (Box 1) was developed and reviewed by all authors. Medical Subject Heading terms and keywords were used in various combinations. We searched

### Box 1. Search strategy

- 1 (Breastfeeding OR Breast Feeding OR (Exclusive AND Breastfeeding [All Fields]) OR (Continued AND Breast feeding [All Fields]) OR Lactation OR Human Milk OR Breast Milk [MeSH Major])
- 2 (Counseling OR Peer OR education OR (intervention[All Fields]) OR family practice OR support OR Groups OR health worker OR physician [MeSH terms])
- 3 (Social media OR social networking OR mass media OR health campaigns OR group OR meeting OR health promotion OR community [MeSH terms])
- 4 (BFHI [All Fields] OR (Baby Friendly Hospital [All Fields]) OR Rooming in OR Perinatal Care OR health services OR Hospital OR Facility OR health system OR health program[MeSH terms])
- 5 ((Infant food Marketing [All Fields]) OR (Code of Marketing [All Fields]) OR (Infant milk substitutes [All Fields]) OR (Breast milk substitutes [All Fields]) OR Policy OR Legislations OR law [MeSH terms] OR work OR Workplace)
- 6 (Addresses[ptyp] OR Autobiography[ptyp] OR Bibliography[ptyp] OR Biography[ptyp] OR pubmed books[filter] OR Case Reports[ptyp] OR Congresses[ptyp] OR Consensus Development Conference[ptyp] OR Directory[ptyp] OR Duplicate Publication[ptyp] OR Editorial[ptyp] OR Festschrift[ptyp] OR Guideline[ptyp] OR *In Vitro*[ptyp] OR Interview[ptyp] OR Lectures [ptyp] OR Legal Cases[ptyp] OR News[ptyp] OR Newspaper Article[ptyp] OR Personal Narratives [ptyp] OR Portraits[ptyp] OR Retracted Publication[ptyp] OR Twin Study[ptyp] OR Video-Audio Media[ptyp])
- 7 #1 AND (2 OR #3 OR #4 OR #5)
- 8 #7 NOT #6

published literature from PubMed, the Cochrane Library and CABI databases to identify studies examining the effects of interventions to promote breastfeeding on the following outcomes: early initiation of breast feeding, exclusive breastfeeding in the first 6 months, continued breastfeeding between 12 and 23 months, and any breastfeeding. The search was conducted in October 2014. No language or date restrictions were employed in the electronic searches.

Two review authors (BS and RC) screened the titles and abstracts independently to identify potentially relevant citations. They retrieved the full texts of all potentially relevant articles and independently assessed eligibility of the studies using pre-defined inclusion criteria. Data extraction was done for all the articles which were found to be relevant. Any disagreements or discrepancies between reviewers were resolved by discussion and, if necessary, by consulting a third review author (JSM). In addition to the electronic search, we reviewed the reference lists of the articles identified. We used web based citation index for citing manuscripts of these identified articles.

### Inclusion criteria

We selected studies that were either randomized controlled trials (RCTs) including cluster randomized trials or quasi-experimental trials as well as observational studies (prospective/retrospective cohort and case-control). All studies on interventions to improve breastfeeding that were delivered to mothers in the antenatal or postnatal period or both, were included. Studies were also included in which the interventions to improve breastfeeding were delivered to families, community, health staff and other stakeholders. For articles in other languages, we attempted to find out whether the abstract was available in English. If none of the key outcomes included in this review was mentioned in the abstract, the study was excluded. We also included articles which examined the effect of interventions on breastfeeding outcomes in preterm infants or babies in the Neonatal Intensive Care Unit (NICU).

### Categorization of interventions

We considered interventions in five categories based on the 'Settings' according to the place of intervention delivery, identified in a conceptual model. These were (i) Health systems and services, (ii) Home and family environment, (iii) Community environment, (iv) Work environment (v) Policy environment or (vi) Combination of settings. Studies which examined the effect of the Baby Friendly hospital support, establishment of rooming in practices or organizational support on breastfeeding outcomes were grouped under health systems and services. Home and family support included studies on peer support, one to one counselling or education by home visits or telephone, home support by father or grandparent. Under the category of community environment we included studies which examined the effect of group counselling, group meetings, social mobilization, mass media or social media on breastfeeding outcomes. The work environment category included studies

on maternity leave, workplace support and employment status of the mothers. Studies included under the category of policy environment examined the effect of the Breast-milk Substitutes Act (or the Code of Marketing of Breast Milk Substitutes), national maternal and child health programmes on breastfeeding. Studies where interventions were delivered in multiple settings, e.g. health systems and services together with home and family environment, were categorized under combination of settings.

Each of the five categories of interventions was further sub-grouped according to the nature of interventions. The Health systems and services setting was subdivided into baby friendly hospital support, counselling or education, special training to health workers. The subgroup baby friendly hospital support included studies which examined interventions included under the domain of 'Ten steps of Successful breastfeeding' provided at hospitals or health systems according to the UNICEF/WHO BFHI guidelines (Box 2). Home and family environment was subdivided into counselling or education and family or social support. Family or social support is the breastfeeding support that is expected to be provided to a nursing mother by her family members, relatives and society. Community environment was subdivided into Group counselling or Education and Integrated mass media-counselling-community mobilization approach. Work environment was subdivided into maternal leave policy, work place support and employment status. Policy environment included studies on breast milk substitute policies and maternal and child health programmes.

### Outcomes and definitions

We specified breastfeeding (BF) outcomes according to the categories of breastfeeding defined by the WHO (1). Outcomes of interest were early initiation of breastfeeding, exclusive breastfeeding, continued breastfeeding and any breast feeding.

Early initiation of breastfeeding was defined as initiation of breastfeeding within 1 hour of birth irrespective of the mode of delivery. Exclusive breastfeeding was defined as feeding breast milk from mother or wet nurse or expressed breast milk and no other liquids or solids except vitamin drops or syrups, mineral supplements or prescribed medicines up to 6 months of age. If the definition of breastfeeding practice assessed in a study for a child <6 months was different from that of exclusive breastfeeding, it was categorized under any breastfeeding. A child aged more than 6 to 23 months if breastfed was considered as receiving continued breastfeeding. If in a study the breastfeeding rate was assessed in between 6 to 12 or 12 to 23 completed months it was analysed as continued breastfeeding at 12 months and 23 months, respectively.

If a study examined exclusive or any breastfeeding rates at multiple time points e.g. 3, 4, 6 months, we used the longest time point data for pooling. Similarly, for continued breastfeeding we used the longest time point data available.

**Box 2.** The Baby-Friendly Hospital Initiative (BFHI): Ten steps to successful breastfeeding

- Have a written breastfeeding policy that is routinely communicated to all health care staff.
- Train all health care staff in skills necessary to implement this policy.
- Inform all pregnant women about the benefits and management of breastfeeding.
- Help mothers initiate breastfeeding within one half-hour of birth.
- Show mothers how to breastfeed and maintain lactation, even if they should be separated from their infants.
- Give newborn infants no food or drink other than breastmilk, unless medically indicated.
- Practice rooming in - that is, allow mothers and infants to remain together 24 hours a day.
- Encourage breastfeeding on demand.
- Give no artificial nipples or pacifiers (soothers) to breastfeeding infants.
- Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic

**Research gaps**

- To what extent interventions can promote optimal breastfeeding in premature babies and NICU infants.
- To what extent can work place interventions improve exclusive and continued breastfeeding rates.
- Role of educating family or society to promote optimal breastfeeding.
- Implementation science research to better understand how to guide effective scaling up of well integrated multisectoral breastfeeding protection, promotion and support programs.

**Abstraction, analysis and summary measures**

For the studies that met the final inclusion criteria, data abstraction was done by two review authors (BS and RC). The data abstraction form (modified from the Cochrane data abstraction form) described study identifiers and context, study design and limitations, intervention details and outcome effects. If outcomes had been assessed in two or more different study populations or the effects of different interventions had been compared with the control group, these outcome estimates were examined separately. We used relative risk (RR) as our outcome estimate measure and recorded it as provided in the article. If RR was not provided, we calculated it from the actual data provided in the article. To estimate the effect of interventions on breastfeeding outcomes we conducted a meta-analysis using 'metan' command in Stata 11.2 (StataCorp, College Station, TX, USA) and pooled Hazard Ratio, adjusted and unadjusted RR together and reported the

pooled relative risk (RR) and corresponding 95% confidence interval (CI). High heterogeneity was defined either by a low p value (<0.05) and a large chi-squared statistic relative to its degree of freedom or an  $I^2$  value >60%. In cases of high heterogeneity, random effects model was used and causes were explored by doing subgroup analysis and meta-regression.

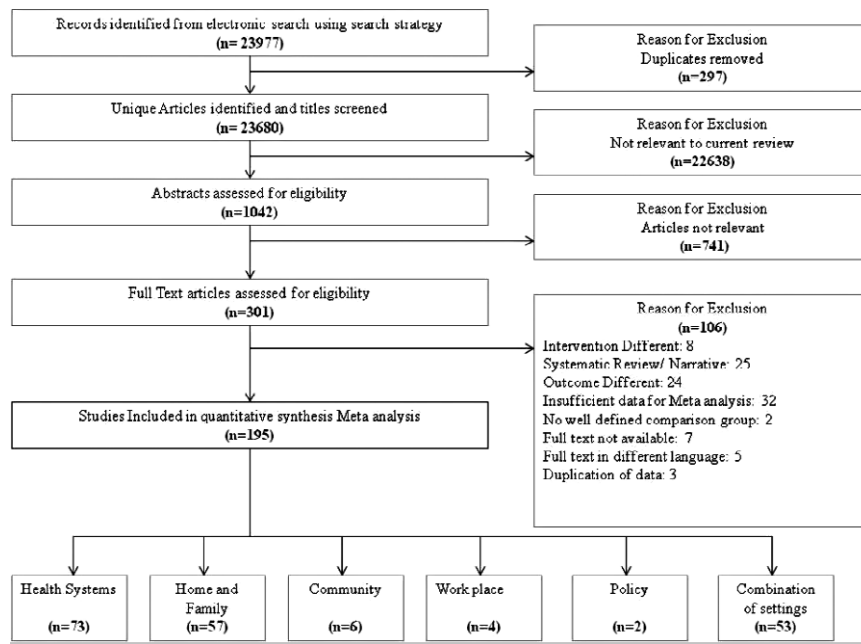
Subgroup analyses were carried out based on intervention delivery settings (Health systems and services, home and family environment, community environment, work environment, policy and combination of settings), study size (<500, 500–1499, ≥1500), country type i.e. high income (HIC) vs. low and middle income (LMIC) (217), Urban or Rural setting, study design (RCT, Observational, Quasi-experimental), control for confounding (yes, no) and quality of study (adequate, inadequate). For control of confounding a judgment of 'yes' was assigned to a study if it had controlled for maternal age, at least one among other socio-demographic factors viz. family type, mother's education, working status of mother and at least one among other risk factors viz. parity, mode or place of delivery. To assess quality of study, we used the Cochrane risk of bias tool (218). If in a study any two or more biases e.g. selection bias, performance bias, detection bias, attrition bias, reporting bias, other bias (confounding) were present, we labelled it as 'inadequate'. We conducted subgroup analysis to examine the effect of the different nature of interventions under each setting on breastfeeding practices.

**RESULTS**

We screened the 23977 titles of articles identified through literature searches. Of these, after reviewing the abstracts of the 1042 articles that appeared relevant, we assessed 301 full text articles for eligibility and included 195 in our final database (Fig. 1) (11–205). Of these, a total of 73 studies examined the effect of health systems and services on different breastfeeding outcomes, 57 studies on home and family environment, six studies on community environment, four studies on work environment and two studies on policy. Interventions were delivered at more than one setting in 53 studies. These were considered under combination of settings. We could not calculate RR for 10 studies which are not mentioned in the tables (see Appendix). We encountered studies where the effect of interventions on outcome measures was examined in two different populations or the effects of different nature of interventions had been compared with the control group; this resulted in the number of estimates being higher than the total number of studies.

Often, one study examined the effect of interventions on more than one breastfeeding outcome and some studies examined the effect of interventions in different settings for one breastfeeding outcome. These outcomes were analysed separately. We estimated the effect of these interventions on four major breastfeeding outcomes i.e. early initiation of breast feeding (49 estimates), exclusive breastfeeding (130 estimates), continued breastfeeding up to 23 months (19 estimates) and any breastfeeding (118 estimates).





**Figure 1** PRISMA flowchart.

### Initiation of breastfeeding within 1 hour

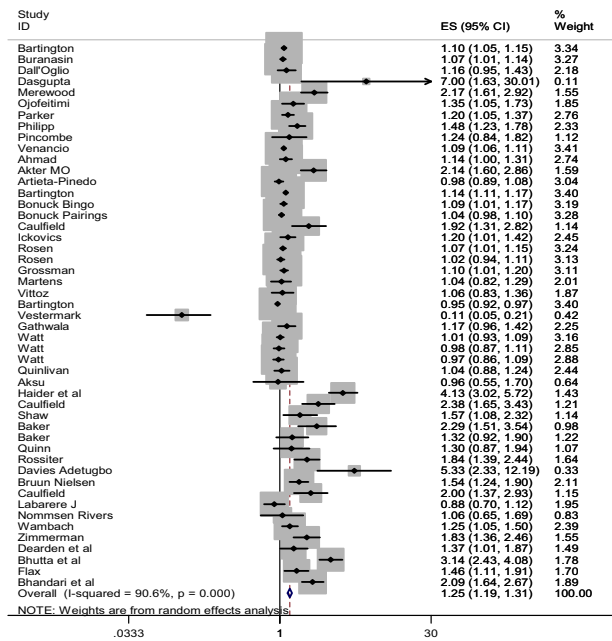
Initiation of breastfeeding within 1 hour increased significantly by 25% (RR 1.25, 95% CI 1.19–1.32) as an effect of all interventions (Table 1, Fig. 2). In the subgroup analysis, all strata showed positive associations. Pooled effect of studies in rural areas showed higher effect of interventions on early breastfeeding initiation compared to urban areas. Similar findings were observed for low and middle income countries (LMIC) compared to high income countries (HIC). Meta-regression also showed that the effects in country type subgroups were significantly different from the overall effect.

#### According to intervention delivery setting

Interventions delivered in the health system setting improved early initiation of breastfeeding rates by 11% whereas interventions delivered in the community environment showed a significant 86% increase (RR 1.86, 95% CI 1.33–2.59). Interventions delivered in the home and family were not statistically significant. However interventions delivered concurrently in a combination of settings improved breastfeeding rates significantly by 57% (RR 1.57, 95% CI 1.24–1.97). Interventions targeting both home and family settings along with the community environment (RR 1.85; 95% CI 1.08–3.17), showed the highest effect.

#### According to nature of interventions

Group counselling in the community (RR 1.65, 95%CI 1.38–1.97) (Table 5), Baby Friendly Hospital support (RR 1.20, 95%CI 1.11–1.28), and counselling or education by health staff delivered in multiple settings had the largest effects on breastfeeding initiation in the first hour.



**Figure 2** Effect of all interventions on Early Initiation of breastfeeding.

### Exclusive breastfeeding

Pooled results from 130 estimates showed that exclusive breastfeeding rates increased by 44% (RR 1.44, 95% CI 1.38–1.51) as an effect of all interventions (Table 2, Fig. 3). On subgroup analysis, it was seen that the effect of interventions was greater for exclusive breastfeeding during the 4–6 month period (RR 1.59, 95% CI 1.44–

**Table 1** Effect of interventions on early initiation of breastfeeding

Subgroup analysis	No. of estimates	Pooled odds ratio and 95% confidence interval	I <sup>2</sup> (%)	Meta-regression p value
All interventions	49	1.25 (1.19–1.32)	90.6	
Intervention delivery setting				
Health systems and services	29	1.11 (1.06; 1.16)	88.2	0.534
Home and family environment	5	1.74 (0.97; 3.12)*	93.8	
Community environment	5	1.86 (1.33; 2.59)	69.3	
Work environment	–	–	–	
Combination of settings	10	1.57 (1.24; 1.97)	86.8	
Health system + Home	6	1.36 (1.07; 1.73)	79.1	
Home + Community	3	1.85 (1.08; 3.17)	91.1	
Health system + Community	1	2.09 (1.64; 2.67)	–	
Study size				
<500 participants	26	1.30 (1.18; 1.44)	86.2	0.871
500–1499 participants	11	1.48 (1.24; 1.75)	92.1	
≥1500 participants	12	1.10 (1.03; 1.18)	93.8	
Country type				
High income	31	1.13 (1.07; 1.19)	88.0	0.046
Lower mid income	18	1.66 (1.44; 1.91)	92.8	
Urban/Rural <sup>‡</sup>				
Urban	27	1.24 (1.13; 1.36)	87.9	0.773
Rural	8	1.72 (1.26; 2.36)	94.1	
Combined	1	1.35 (1.05; 1.73)	–	
Study design				
RCT	12	1.48 (1.23; 1.79)	94.0	0.835
Observational	15	1.20 (1.11; 1.30)	91.3	
Quasi experimental	22	1.19 (1.10; 1.29)	85.7	
Control for confounding				
Yes	73	1.25 (1.18; 1.32)	92.8	0.930
No	57	1.26 (1.12; 1.42)	84.6	
Quality of study <sup>†</sup>				
Adequate	27	1.19 (1.13; 1.26)	91.4	0.283
Inadequate	22	1.36 (1.19; 1.55)	89.2	

86.1% of the heterogeneity was explained by these 7 factors.

\*Not significant.

<sup>†</sup>Measured according to The Cochrane Collaboration's Tool for assessing Risk of bias.

<sup>‡</sup>Data for all studies were not available.

1.75) compared to <4 months (RR 1.39, 95% CI 1.31–1.48). The effect of interventions on exclusive breastfeeding rates was higher in LMIC and rural areas when compared with HIC and urban areas, respectively. Pooled result from RCTs showed 61% improvement (RR 1.61, 95% CI 1.46–1.78) in exclusive breastfeeding rates; studies that had controlled for confounding showed a lower improvement (RR 1.36, 95% CI 1.28–1.46). On meta-regression, the subgroup's country type, study design and control for confounding showed significant differences from the overall effect.

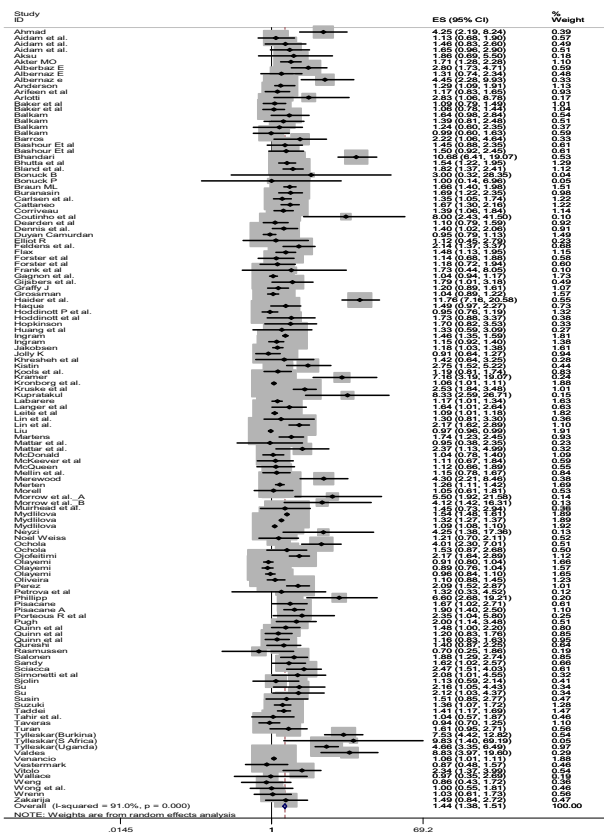
#### According to intervention delivery setting

Pooled results showed that interventions delivered in either health system and services or home and family settings increased exclusive breastfeeding by more than 45%. Interventions delivered only in the community environment had a comparatively lower impact (RR 1.20, 95% CI 1.03–1.39). Interventions delivered in the

work environment were associated with an increased probability of exclusive breastfeeding in the intervention group but the results were not statistically significant (RR 1.28, 95%CI 0.98–1.69). Exclusive breastfeeding rates were seen to improve significantly by 79% (RR 1.79, 95% CI 1.45–2.21) when interventions were delivered concurrently in any combination of settings. The highest effect i.e. 152% increase in exclusive breastfeeding was observed when interventions were delivered together in the health systems and community environment.

#### According to nature of interventions

Pooled results showed that education or counselling had the highest impact on promoting exclusive breastfeeding whether delivered in health system setting (RR 1.66, 95%CI 1.43–1.92) or home and family environment (RR 1.58, 95% CI 1.39–1.80) or in multiple settings (Table 5). Interventions such as baby friendly hospital support (RR 1.49, 95%CI 1.33–1.68) or special training of health staff in the hospitals



**Figure 3** Effect of all interventions on Exclusive breastfeeding.

(RR 1.36, 95% CI 1.14–1.63) and integrated mass media, counselling and community mobilization approach in the community (RR 1.17, 95% CI 1.01–1.14) also had a significant impact.

Family or social support had no significant effect on promoting exclusive breastfeeding (RR 0.95, 95% CI 0.87–1.02).

**Continued breastfeeding up to 23 months**

Continued breastfeeding rates showed a significant improvement of 61% as a result of all interventions (Table 3, Fig. 4). All subgroup analyses showed positive associations and meta-regression showed no significant differences between subgroups compared to the overall estimate. During subgroup analysis it was observed that the effect of interventions on continued breastfeeding rates was more at 12 months and was lower at 12–23 months. Interestingly, studies in HIC and urban areas showed a higher effect on continued breastfeeding compared to LMIC and rural areas. RCTs which controlled for confounding and adequate quality studies showed a more modest effect than the overall effect.

*According to intervention delivery setting*

Interventions delivered either in the health system settings or in home settings had a significant impact on continued

breastfeeding. The study available on workplace interventions showed that paid maternal leave from work may result in significantly better continued breastfeeding practices at 10 months (RR 3.33, 95%CI 1.43–10.0). A study on policy environment showed that use of breast milk substitutes significantly hampered continued breastfeeding (OR 0.16, 95% CI 0.04–0.55). Interventions delivered concurrently in any combination of settings had a higher impact on the continued breastfeeding rates (RR 1.97, 95% CI 1.74–2.24).

*According to nature of interventions*

Counselling or education when given concurrently in any combination of settings significantly promoted continued breastfeeding rates (RR 1.97, 95% CI 1.74–2.24) and approached statistical significance when delivered in health systems alone (RR 1.15, 95% CI 0.99–1.35) (Table 5). The baby friendly hospital support had no significant effect on continued breastfeeding rates (RR 1.26, 95% CI 0.96; 1.64).

**Any breastfeeding**

Any breastfeeding rates were seen to improve by 30% as an effect of all interventions. Subgroup analysis showed greater improvements at <4 months (RR 1.38, 95% CI 1.28–1.50) as compared to 4–6 months (RR 1.23, 95% CI 1.13–1.35) (Table 4, Fig. 5). Similar improvements in any breastfeeding rates were noted in urban-rural or LMIC-HIC settings. Pooled results from RCTs, adequate quality studies and studies which controlled for confounding showed a more modest effect of the interventions on any breastfeeding rates. Meta-regression showed the effect of interventions in all subgroups to be significantly different from the overall effect.

*According to intervention delivery setting*

Highest improvements in any breastfeeding rates were seen when interventions were delivered in Health system settings (RR 1.40, 95% CI 1.30–1.52). Interventions delivered at the work environment or combination of settings showed a significant 30% increase in breastfeeding rates.

Among combinations of settings, interventions delivered concurrently at both health systems and home (21 estimates from 21 studies) significantly improved any breastfeeding rates by 23% (RR–1.23, 95%CI 1.08–1.40). The impact of interventions delivered at home along with community settings or health systems with community setting was not statistically significant.

*According to nature of interventions*

Baby Friendly Hospital Support interventions in health systems had the highest impact on promoting any breastfeeding (RR 1.66, 95% CI 1.34–2.07) (Table 5). Counselling or education given either in health systems (RR 1.47, 95% CI 1.29; 1.68) or in the home environment (RR 1.17, 95% CI 1.08–1.27) or in health systems together with home (RR 1.23, 95% CI 1.08; 1.40) had a significant effect on promoting any breastfeeding but this effect was most prominent when delivered in the health systems. Special

**Table 2** Effect of interventions on exclusive breastfeeding

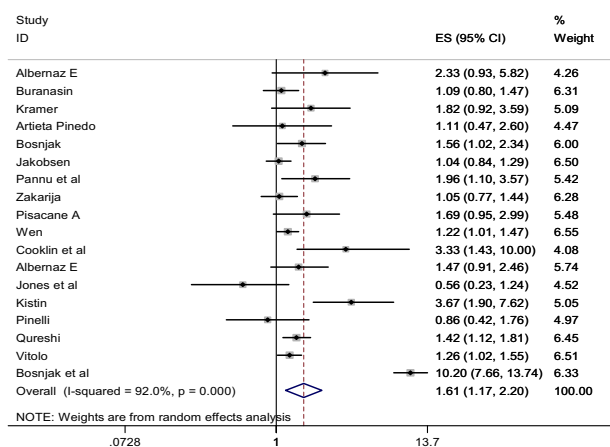
Subgroup analysis	No. of estimates	Pooled odds ratio and 95% confidence interval	I <sup>2</sup> (%)	Meta-regression p value
All interventions	130	1.44 (1.38–1.51)	91.0	
Intervention delivery setting				0.482
Health systems and services	51	1.46 (1.37; 1.56)	94.7	
Home and family environment	43	1.48 (1.32; 1.66)	22.0	
Community environment	6	1.20 (1.03; 1.39)	0.0	
Work environment	4	1.28 (0.98; 1.69)*	0.0	
Combination of settings	26	1.79 (1.45; 2.21)	78.9	
Health system + Home	16	1.63 (1.27; 2.10)	54.9	
Home + Community	3	1.42 (1.21; 1.66)	23.0	
Health system + Community	7	2.52 (1.39; 4.59)	92.6	
Age at outcome measurement				0.806
<4 months	57	1.39 (1.31; 1.48)	93.7	
4–6 months	73	1.59 (1.44; 1.75)	85.9	
Study size				0.548
<500 participants	69	1.66 (1.50; 1.84)	68.2	
500–1499 participants	39	1.51 (1.34; 1.70)	89.4	
≥1500 participants	22	1.30 (1.21; 1.40)	97.1	
Country type				0.028
High income	73	1.35 (1.26; 1.43)	87.3	
Lower mid income	57	1.69 (1.54; 1.86)	92.1	
Urban/Rural <sup>‡</sup>				0.948
Urban	78	1.47 (1.36; 1.59)	80.0	
Rural	20	2.04 (1.52; 2.76)	94.5	
Combined	8	1.51 (1.21; 1.88)	71.2	
Study design				0.009
RCT	71	1.61 (1.46; 1.78)	83.3	
Observational	20	1.34 (1.24; 1.46)	97.4	
Quasi experimental	39	1.46 (1.31; 1.63)	81.7	
Control for confounding				<0.001
Yes	73	1.36 (1.28; 1.46)	84.8	
No	57	1.61(1.48; 1.75)	92.7	
Quality of study <sup>†</sup>				0.312
Adequate	45	1.43 (1.30; 1.59)	77.7	
Inadequate	85	1.46 (1.38; 1.54)	93.1	

78.1% of the heterogeneity was explained by these 8 factors.

\*Not significant.

<sup>†</sup>Measured according to The Cochrane Collaboration's Tool for assessing Risk of bias.

<sup>‡</sup>Data for all studies were not available.



**Figure 4** Effect of all interventions on continued breastfeeding.

training of health staff at the hospitals (RR 1.33, 95% CI 1.07–1.67) also increased any breastfeeding. Pooled results of two estimates suggested that non-working mothers were 1.49 times (95% CI 1.12–1.98) more likely to breastfeed compared to working mothers.

Family or social support did not have a significant impact on promoting any breastfeeding (RR 1.02, 95% CI 0.86–1.22).

### DISCUSSION

The findings of the review indicate that for all three WHO/UNICEF recommended breastfeeding outcomes (1), interventions (particularly counselling or education) delivered concurrently in a combination of settings had a higher impact than when delivered independently in a single setting.



**Table 3** Effect of interventions on continued breastfeeding

Subgroup analysis	No. of estimates	Pooled odds ratio and 95% confidence interval	I <sup>2</sup> (%)	Meta-regression p value
All interventions	18 <sup>§</sup>	1.61 (1.17; 2.20)	92.0	
Intervention delivery setting				0.219
Health systems and services	8	1.18 (1.03; 1.35)	32.8	
Home and family environment	2	1.26 (1.05; 1.50)	10.8	
Community environment	–	–	–	
Work Environment	1	3.33 (1.43–10.0)	–	
Combination of settings	7	1.97 (1.74; 2.24)	96.4	
Health system + Home	6	1.34 (1.01; 1.81)	65.2	
Home + Community	–	–	–	
Health system + Community	1	10.2 (7.66; 13.74)	–	
Age at outcome measurement				0.327
≤12 months	14	1.67 (1.51; 1.84)	93.2	
12–23 months	4	1.19 (1.03; 1.37)	49.8	
Study size				0.312
<500 participants	6	1.55 (1.29; 1.86)	56.6	
500–1499 participants	7	1.16 (1.05; 1.29)	26.7	
≥1500 participants	5	2.37 (0.83; 6.80)*	96.7	
Country type				0.368
High income	12	1.76 (1.04; 3.01)	94.0	
Lower mid income	6	1.22 (1.09; 1.37)	25.7	
Urban/Rural <sup>‡</sup>				0.330
Urban	8	1.53 (1.03; 2.27)	72.0	
Rural	3	1.47 (1.19; 1.81)	0.0	
Combined	3	2.56 (0.57; 11.4)*	98.3	
Study design				0.140
RCT	8	1.22 (1.10; 1.35)	33.5	
Observational	6	2.32 (0.87; 6.14)*	96.0	
Quasi experimental	4	1.72 (1.04; 2.83)	74.8	
Control for confounding				0.115
Yes	7	1.22 (1.08; 1.40)	84.8	
No	11	1.67(1.03; 2.73)	94.6	
Quality of study <sup>†</sup>				0.312
Adequate	7	1.18 (1.37; 1.61)	30.7	
Inadequate	11	1.85 (1.10; 3.10)	94.3	

80.9% of the heterogeneity was explained by these 8 factors.

\*Not significant.

<sup>†</sup>Measured according to The Cochrane Collaboration's Tool for assessing Risk of bias.

<sup>‡</sup>Data for all studies were not available.

<sup>§</sup>1 study on policy not pooled as they reported OR (not shown in table).

For early initiation, counselling or educational interventions delivered at home and community were found to be the most powerful intervention (85% increase) and should receive the highest priority. Counselling when provided as a single intervention in the community environment was also effective but had a lower impact on breastfeeding initiation. Similar to the findings of Ingram et al. (209), counselling by health staff only at home had a non-significant effect on breastfeeding initiation. This suggests that in addition to educating the mother, increasing awareness in the whole community may be essential.

For promotion of exclusive breastfeeding, counselling or education in the health system and community is likely to be the most powerful (increase by 152%) among the examined interventions. The individual interventions i.e.

counselling at health systems or community when examined separately had a significant but lower impact on exclusive breastfeeding rates, but the combination had a synergistic effect. This finding was similar to the review by Haroon S et al. (215) where combined facility and community based interventions resulted in greater improvements in breastfeeding rates. Similarly, interventions when delivered in both health systems and home settings had a greater impact on the exclusive breastfeeding rates compared to the effect achieved when delivered in individual settings alone. Although surprising, we observed that family or social support had no significant effect on promoting exclusive breastfeeding. From this finding, it seems that educating family or society regarding breastfeeding and providing support to the mother may be useful to create a better breastfeeding milieu.

**Table 4** Effect of interventions on any breastfeeding

Subgroup analysis	No. of estimates	Pooled odds ratio and 95% confidence interval	I <sup>2</sup> (%)	Meta-regression p value
All interventions	118 <sup>§</sup>	1.30 (1.23; 1.37)	92.1	
Intervention delivery setting				0.361
Health systems and services	47	1.40 (1.30; 1.52)	94.7	
Home and family environment	36	1.16 (1.07; 1.25)	63.5	
Community environment	–	–	–	
Work environment	4	1.31 (1.10; 1.56)	81.1	
Combination of settings	30	1.30 (1.06; 1.61)	93.6	
Health system + Home	21	1.23 (1.08; 1.40)	56.5	
Home + Community	3	1.00 (0.89; 1.12)	32.7	
Health system + Community	6	1.74 (0.84; 3.39)	98.3	
Age at outcome measurement				0.218
<4 months	57	1.38 (1.28; 1.50)	94.5	
4–6 months	61	1.23 (1.13; 1.35)	87.2	
Study size				0.933
<500 participants	65	1.34 (1.25; 1.44)	72.4	
500–1499 participants	29	1.14 (1.06; 1.23)	63.2	
≥1500 participants	24	1.36 (1.20; 1.53)	98.0	
Country type				0.418
High income	97	1.31 (1.23; 1.40)	94.0	
Lower mid income	21	1.27 (1.13; 1.42)	87.2	
Urban/Rural <sup>‡</sup>				0.249
Urban	83	1.30 (1.22; 1.39)	88.1	
Rural	10	1.29 (1.08; 1.55)	66.0	
Combined	7	1.67 (0.93; 2.99)*	98.6	
Study design				0.105
RCT	48	1.07 (1.04; 1.10)	34.6	
Observational	32	1.59 (1.35; 1.88)	97.3	
Quasi experimental	38	1.34 (1.23; 1.45)	83.8	
Control for confounding				0.115
Yes	74	1.18 (1.12; 1.24)	86.9	
No	44	1.48 (1.28; 1.72)	93.9	
Quality of study <sup>†</sup>				0.517
Adequate	61	1.21 (1.13; 1.30)	86.4	
Inadequate	51	1.39 (1.26; 1.53)	94.0	

90.4% of the heterogeneity was explained by these 8 factors.

\*Not significant.

<sup>†</sup>Measured according to The Cochrane Collaboration's Tool for assessing Risk of bias.

<sup>‡</sup>Data for all studies were not available.

<sup>§</sup>Includes 1 more study on policy (not shown in table).

For improvement in rates of continued breastfeeding, educational interventions delivered at health systems along with home seemed to be the most effective (34% increase), and should be prioritized. The effect of counselling or education when given independently in these two settings was significant but lower compared to the combined effect in improving continued breastfeeding rates. Interventions delivered at home and family settings as well as in the community also showed a large impact on continued breastfeeding rates. It should also be noted that although the available evidence is limited, workplace interventions and policies to restrict use of breast milk substitutes may significantly increase continued breastfeeding (51,175).

We also examined the effect of interventions on any breastfeeding, although this practice falls short of recommended breastfeeding practices by WHO/UNICEF in the

first 6 months of life. Baby friendly hospital support interventions delivered in health system settings were the most effective (66% increase) in improving any breastfeeding rates. The reason for a higher improvement in any breastfeeding rates in the health system settings alone compared to health system settings and home combined, may be due to the fact that many of the included studies in the former group have assessed any breastfeeding rates very early i.e. at hospital discharge. Our subgroup analysis also shows that effect of interventions on any breastfeeding is greater at earlier ages.

All breastfeeding outcomes were seen to improve significantly as a result of the interventions but the level of effect was modified by subgroup factors. Larger studies showed a lower effect of interventions on breastfeeding initiation and exclusive breastfeeding rates. Studies done in LMIC or rural



**Table 5** Effect of nature of interventions on breastfeeding outcomes according to settings

Nature of Interventions	Early Initiation of BF		Exclusive BF		Continued BF		Any BF	
	No. of estimates	RR (95% CI)	No. of estimates	RR (95% CI)	No. of estimates	RR (95% CI)	No. of estimates	RR (95% CI)
1. Health systems and services								
Baby friendly support	10	1.20 (1.11; 1.28)	15	1.49 (1.33; 1.68)	3	1.26 (0.96; 1.64)	13	1.66 (1.34; 2.07)
Counseling or education	10	1.12 (1.05; 1.19)	28	1.66 (1.43; 1.92)	5	1.15 (0.99; 1.35)	24	1.47 (1.29; 1.68)
Special training of health staff	3	1.09 (1.01; 1.18)	5	1.36 (1.14; 1.63)	–	–	5	1.33 (1.07; 1.67)
2. Home and family environment								
Counseling or Education	5	1.74 (0.97; 3.12)	38	1.58 (1.39; 1.80)	1	1.22 (1.01; 1.47)	33	1.17 (1.08; 1.27)
Family or Social Support	–	–	5	0.95 (0.87; 1.02)	1	1.69 (0.95; 2.99)	3	1.02 (0.86; 1.22)
3. Community environment								
Group counseling or education	4	1.65 (1.38; 1.97)	1	1.61 (0.95; 2.71)	–	–	–	–
Integrated mass media, counseling and community mobilization approach	1	5.33 (2.33; 12.19)	5	1.17 (1.01; 1.36)	–	–	–	–
4. Work environment								
Maternal leave policy	–	–	2	1.52 (1.03; 2.23)	–	–	1	0.99 (0.80; 1.29)
Workplace support	–	–	2	1.08 (0.74; 1.60)	–	–	1	1.25 (1.09; 1.43)
Employment status	–	–	–	–	1	3.33 (1.43; 10.0)	2	1.49 (1.12; 1.98)
5. Policy environment								
WIC federal program (US)	–	–	–	–	–	–	1	0.48(0.31; 0.76)
Breast milk substitutes	–	–	–	–	–	–	–	–

\*Studies for which RR could not be calculated are not mentioned.



studies it was defined ascertaining feeding practices in the last 24 hours. In case of significant heterogeneity we have done post-hoc subgroup analysis and meta-regression and have used the random effects model. But even within the subgroups there was significant heterogeneity which suggests some unidentified factors. Although the meta-regression seemed to explain around 80% of the heterogeneity for all the breastfeeding outcomes, we need to acknowledge the limitation of post-hoc subgroup analysis.

## CONCLUSION

The systematic review findings support the validity of complex adaptive systems driven models such as the 'Breastfeeding Gear Model' (220) that calls for the engagement of multiple sectors and actors as part of a well synchronized engine to protect, promote and support optimal breastfeeding practices globally. From the findings, it can be inferred that to promote breastfeeding optimally in an expectant or nursing mother, support should be provided throughout the continuum in multiple settings i.e. by increasing community awareness regarding breastfeeding, followed by hospital or health system support through the BFHI approach and home and family support through counselling. Counselling by peers or health personnel, baby friendly hospital support and community mobilization approach are the key interventions to promote optimal breastfeeding practices. We thus recommend a multidimensional approach to strengthen breastfeeding interventions.

This review has identified a set of interventions that can improve breastfeeding practices. A strong political will is required for investing in their full implementation and scaling-up. Advocacy and championship by health ministries at national and sub-national level are required together with ongoing monitoring and evaluation in order to meet the global target of the Comprehensive implementation plan for maternal, infant and young child nutrition, to increase exclusive breastfeeding in the first 6 months of life by at least 50% by the year 2025.

## ACKNOWLEDGEMENTS

We thank Dr. Cesar Victora, Universidade Federal de Pelotas, Pelotas, Brazil and Dr. Ellen Piwoz, Bill & Melinda Gates Foundation, USA for their guidance and feedback at different stages of this work. We are grateful for the core support provided by the Department of Child and Adolescent Health and Development, World Health Organization (Geneva) and the Centre for Intervention Science in Maternal and Child Health (RCN Project No. 223269), Centre for International Health, University of Bergen (Norway). We acknowledge the administrative and secretarial support extended by Ms. Nicola Mendes during manuscript preparation.

## CONFLICT OF INTEREST

None of the authors has any conflict of interest.

## DISCLAIMER

The authors alone are responsible for the views expressed in this article and they do not necessarily represent the views, decisions or policies of the institutions with which they are affiliated.

## References

1. WHO. Infant and Young Child feeding. Model Chapter for textbooks for medical students and allied health professionals. Geneva: World Health Organization; 2009.
2. Black RE, Victora CG, Walker SP, Bhutta ZA, Christian P, de Onis M, et al. Maternal and child undernutrition and overweight in low-income and middle-income countries. *Lancet* 2013; 382: 427–51.
3. Factsheet W. *Infant and young child feeding*. February 2014 ed. Geneva: WHO; 2014.
4. Edmond KM, Kirkwood BR, Amenga-Etego S, Owusu-Agyei S, Hurt LS. Effect of early infant feeding practices on infection-specific neonatal mortality: an investigation of the causal links with observational data from rural Ghana. *Am J Clin Nutr* 2007; 86: 1126–31.
5. UNICEF. A post 2015 world fit for children. UNICEF; 2015.
6. Kramer MS, Kakuma R. Optimal duration of exclusive breastfeeding. *Cochrane Database Syst Rev* 2012, Issue 8. Art. No.: CD003517.
7. UNICEF. Adopting Optimal Feeding Practices is fundamental to a Child's Survival, Growth and Development, but too Few Children Benefit.
8. WHO, UNICEF. Fulfilling the Health Agenda for Women and Children. The 2014 Report. Countdown to 2015. Maternal Newborn and Child Survival: UNICEF and WHO; 2014
9. UN. The Millenium Development Goals Report. United Nations, New York 2014.
10. WHO. *Comprehensive implementation plan on maternal, infant and young child nutrition*. Endorsed by the Sixty-fifth World Health Assembly. WHA65.6 ed. WHO, Geneva: 2012.
11. Agrasada GV, Gustafsson J, Kylberg E, Ewald U. Postnatal peer counselling on exclusive breastfeeding of low-birthweight infants: a randomized, controlled trial. *Acta Paediatr* 2005; 94: 1109–15.
12. Ahmad MO, Sughra U, Kalsoom U, Imran M, Hadi U. Effect of antenatal counselling on exclusive breastfeeding. *J Ayub Med Coll Abbottabad* 2012; 24: 116–9.
13. Aidam BA, Perez-Escamilla R, Lartey A. Lactation counseling increases exclusive breast-feeding rates in Ghana. *J Nutr* 2005; 135: 1691–5.
14. Aksu H, Küçük M, Düzgün G. The effect of postnatal breastfeeding education/support offered at home 3 days after delivery on breastfeeding duration and knowledge: a randomized trial. *J Matern Fetal Neonatal Med* 2011; 24: 354–61.
15. Akter SM, Roy SK, Thakur SK, Sultana M, Khatun W, Rahman R, et al. Effects of third trimester counseling on pregnancy weight gain, birthweight, and breastfeeding among urban poor women in Bangladesh. *Food Nutr Bull* 2012; 33: 194–201.
16. Albernaz E, Araujo CL, Tomasi E, Mintem G, Giugliani E, Matijasevich A, et al. Influence of breastfeeding support on the tendencies of breastfeeding rates in the city of Pelotas (RS), Brazil, from 1982 to 2004. *J Pediatr (Rio J)* 2008; 84: 560–4.
17. Albernaz E, Giugliani ER, Victora CG. Supporting breastfeeding: a successful experience. *J Hum Lact* 1998; 14: 283–5.

18. Albernaz E, Victora CG, Haisma H, Wright A, Coward WA. Lactation counseling increases breast-feeding duration but not breast milk intake as measured by isotopic methods. *J Nutr* 2003; 133: 205–10.
19. Anderson AK, Damio G, Young S, Chapman DJ, Perez-Escamilla R. A randomized trial assessing the efficacy of peer counseling on exclusive breastfeeding in a predominantly Latina low-income community. *Arch Pediatr Adolesc Med* 2005; 159: 836–41.
20. Anderson JE, Rodrigues W, Tavares Thome AM. Breastfeeding and use of the health care system in Bahia State, Brazil: three multivariate analyses. *Stud Fam Plann* 1984; 15: 127–35.
21. Arifee SE, Hoque DM, Akter T, Rahman M, Hoque ME, Begum K, et al. Effect of the Integrated Management of Childhood Illness strategy on childhood mortality and nutrition in a rural area in Bangladesh: a cluster randomised trial. *Lancet* 2009; 374: 393–403.
22. Arlotti JP, Cottrell BH, Lee SH, Curtin JJ. Breastfeeding among low-income women with and without peer support. *J Community Health Nurs* 1998; 15: 163–78.
23. Artieta-Pinedo I, Paz-Pascual C, Grandes G, Bacigalupe A, Payo J, Montoya I. Antenatal education and breastfeeding in a cohort of primiparas. *J Adv Nurs* 2013; 69: 1607–17.
24. Baghurst P, Pincombe J, Peat B, Henderson A, Reddin E, Antoniou G. Breast feeding self-efficacy and other determinants of the duration of breast feeding in a cohort of first-time mothers in Adelaide, Australia. *Midwifery* 2007; 23: 382–91.
25. Baker EJ, Sanei LC, Franklin N. Early initiation of and exclusive breastfeeding in large-scale community-based programmes in Bolivia and Madagascar. *J Health Popul Nutr* 2006; 24: 530–9.
26. Balkam JA, Cadwell K, Fein SB. Effect of components of a workplace lactation program on breastfeeding duration among employees of a public-sector employer. *Matern Child Health J* 2011; 15: 677–83.
27. Barros FC, Semer TC, Tonioli Filho S, Tomasi E, Victora CG. The impact of lactation centres on breastfeeding patterns, morbidity and growth: a birth cohort study. *Acta Paediatr* 1995; 84: 1221–6.
28. Bartington S, Griffiths LJ, Tate AR, Dezateux C. Are breastfeeding rates higher among mothers delivering in Baby Friendly accredited maternity units in the UK? *Int J Epidemiol* 2006; 35: 1178–86.
29. Bashour HN, Kharouf MH, Abdulsalam AA, Asmar K, Tabbaa MA, Cheikha SA. Effect of postnatal home visits on maternal/infant outcomes in Syria: a randomized controlled trial. *Public Health Nurs* 2008; 25: 115–25.
30. Bhandari N, Bahl R, Mazumdar S, Martinez J, Black RE, Bhan MK. Effect of community-based promotion of exclusive breastfeeding on diarrhoeal illness and growth: a cluster randomised controlled trial. *Lancet* 2003; 361: 1418–23.
31. Bhutta ZA, Memon ZA, Soofi S, Salat MS, Cousens S, Martinez J. Implementing community-based perinatal care: results from a pilot study in rural Pakistan. *Bull World Health Organ* 2008; 86: 452–9.
32. Bland RM, Little KE, Coovadia HM, Coutsooudis A, Rollins NC, Newell ML. Intervention to promote exclusive breastfeeding for the first 6 months of life in a high HIV prevalence area. *Aids* 2008; 22: 883–91.
33. Bonuck K, Stuebe A, Barnett J, Labbok MH, Fletcher J, Bernstein PS. Effect of primary care intervention on breastfeeding duration and intensity. *Am J Public Health* 2014; 104(Suppl 1): S119–27.
34. Bonuck KA, Trombley M, Freeman K, McKee D. Randomized, controlled trial of a prenatal and postnatal lactation consultant intervention on duration and intensity of breastfeeding up to 12 months. *Pediatrics* 2005; 116: 1413–26.
35. Bosnjak AP, Batinica M, Hegedus-Jungvirth M, Grguric J, Bozikov J. The effect of baby friendly hospital initiative and postnatal support on breastfeeding rates—Croatian experience. *Coll Antropol* 2004; 28: 235–43.
36. Boulvain M, Perneger TV, Othenin-Girard V, Petrou S, Berner M, Irion O. Home-based versus hospital-based postnatal care: a randomised trial. *BJOG* 2004; 111: 807–13.
37. Braun ML, Giugliani ER, Soares ME, Giugliani C, de Oliveira AP, Danelon CM. Evaluation of the impact of the baby-friendly hospital initiative on rates of breastfeeding. *Am J Public Health* 2003; 93: 1277–9.
38. Brent NB, Redd B, Dworetz A, D'Amico F, Greenberg JJ. Breast-feeding in a low-income population. Program to increase incidence and duration. *Arch Pediatr Adolesc Med* 1995; 149: 798–803.
39. Broadfoot M, Britten J, Tappin DM, MacKenzie JM. The Baby Friendly Hospital Initiative and breast feeding rates in Scotland. *Arch Dis Child Fetal Neonatal Ed* 2005; 90: F114–6.
40. Bruun NB, Hedegaard M, Thilsted SH, Joseph A, Liljestrand J. Does antenatal care influence postpartum health behaviour? Evidence from a community based cross-sectional study in rural Tamil Nadu, South India *Br J Obstet Gynaecol* 1998; 105: 697–703.
41. Bunik M, Krebs NF, Beaty B, McClatchey M, Olds DL. Breastfeeding and WIC enrolment in the nurse family partnership program. *Breastfeed Med* 2009; 4: 145–9.
42. Bunik M, Shobe P, O'Connor ME, Beaty B, Langendoerfer S, Crane L. Randomized controlled trial to evaluate a telephone support intervention for breastfeeding in low-income Latina mothers. *Breastfeed Med* 2007; 2: 185.
43. Bunik M, Shobe P, O'Connor ME, Beaty B, Langendoerfer S, Crane L, et al. Are 2 weeks of daily breastfeeding support insufficient to overcome the influences of formula? *Acad Pediatr* 2010; 10: 21–8.
44. Buranasin B. The effects of rooming-in on the success of breastfeeding and the decline in abandonment of children. *Asia Pac J Public Health* 1991; 5: 217–20.
45. Carlsen EM, Kyhnaeb A, Renault KM, Cortes D, Michaelsen KF, Pryds O. Telephone-based support prolongs breastfeeding duration in obese women: a randomized trial. *Am J Clin Nutr* 2013; 98: 1226–32.
46. Cattaneo A, Buzzetti R. Effect on rates of breast feeding of training for the baby friendly hospital initiative. *BMJ* 2001; 323: 1358–62.
47. Caulfield LE, Gross SM, Bentley ME, Bronner Y, Kessler L, Jensen J, et al. WIC-based interventions to promote breastfeeding among African-American Women in Baltimore: effects on breastfeeding initiation and continuation. *J Hum Lact* 1998; 14: 15–22.
48. Chan-Yip AM, Kramer MS. Promotion of breast-feeding in a Chinese community in Montreal. *Can Med Assoc J* 1983; 129: 955–8.
49. Chapman DJ, Damio G, Young S, Perez-Escamilla R. Effectiveness of breastfeeding peer counseling in a low-income, predominantly Latina population: a randomized controlled trial. *Arch Pediatr Adolesc Med* 2004; 158: 897–902.
50. Chapman DJ, Morel K, Bermudez-Millan A, Young S, Damio G, Kyer N. Breastfeeding education and support trial for obese women: effects of a specialized peer counseling intervention on breastfeeding and health outcomes. *J Hum Lact* 2011; 27: 75–6.
51. Cooklin AR, Rowe HJ, Fisher JR. Paid parental leave supports breastfeeding and mother-infant relationship: a prospective

- investigation of maternal postpartum employment. *Aust N Z J Public Health* 2012; 36: 249–56.
52. Corriveau SK, Drake EE, Kellams AL, Rovnyak VG. Evaluation of an office protocol to increase exclusivity of breastfeeding. *Pediatrics* 2013; 131: 942–50.
  53. Coutinho SB, de Lira PI, de Carvalho Lima M, Ashworth A. Comparison of the effect of two systems for the promotion of exclusive breastfeeding. *Lancet* 2005; 366: 1094–100.
  54. Coutinho SB, Lira PI, Lima MC, Frias PG, Eickmann SH, Ashworth A. Promotion of exclusive breast-feeding at scale within routine health services: impact of breast-feeding counselling training for community health workers in Recife, Brazil. *Public Health Nutr* 2014; 17: 948–55.
  55. Dabritz HA, Hinton BG, Babb J. Evaluation of lactation support in the workplace or school environment on 6-month breastfeeding outcomes in Yolo County, California. *J Hum Lact* 2009; 25: 182–93.
  56. Dall'Oglio I, Salvatori G, Bonci E, Nantini B, D'Agostino G, Dotta A. Breastfeeding promotion in neonatal intensive care unit: impact of a new program toward a BFHI for high-risk infants. *Acta Paediatr* 2007; 96: 1626–31.
  57. Dasgupta A, Bhattacharya S, Das M, Chowdhury KM, Saha S. Breast feeding practices in a teaching hospital of Calcutta before and after the adoption of BFHI (Baby Friendly Hospital Initiative). *J Indian Med Assoc* 1997; 95: 169–71, 95.
  58. Davies-Adetugbo AA, Adebawa HA. The Ife South Breastfeeding Project: training community health extension workers to promote and manage breastfeeding in rural communities. *Bull World Health Organ* 1997; 75: 323–32.
  59. Davis SK, Stichler JF, Poeltler DM. Increasing exclusive breastfeeding rates in the well-baby population: an evidence-based change project. *Nurs Womens Health* 2012; 16: 460–70.
  60. Dearden K, Altaye M, De Maza I, De Oliva M, Stone-Jimenez M, Burkhalter BR, et al. The impact of mother-to-mother support on optimal breast-feeding: a controlled community intervention trial in peri-urban Guatemala City, Guatemala. *Rev Panam Salud Publica* 2002; 12: 193–201.
  61. Dennis CL, Hodnett E, Gallop R, Chalmers B. The effect of peer support on breast-feeding duration among primiparous women: a randomized controlled trial. *CMAJ* 2002; 166: 21–8.
  62. Duffy EP, Percival P, Kershaw E. Positive effects of an antenatal group teaching session on postnatal nipple pain, nipple trauma and breast feeding rates. *Midwifery* 1997; 13: 189–96.
  63. Duyan CA, Ozkan S, Yuksel D, Pasli F, Sahin F, Beyazova U. The effect of the baby-friendly hospital initiative on long-term breast feeding. *Int J Clin Pract* 2007; 61: 1251–5.
  64. Elliott-Rudder M, Pilotto L, McIntyre E, Ramanathan S. Motivational interviewing improves exclusive breastfeeding in an Australian randomised controlled trial. *Acta Paediatr* 2014; 103: e11–6.
  65. Feldens CA, Vitolo MR, Drachler Mde L. A randomized trial of the effectiveness of home visits in preventing early childhood caries. *Community Dent Oral Epidemiol* 2007; 35: 215–23.
  66. Ferrara A, Hedderson MM, Albright CL, Ehrlich SF, Quesenberry CP Jr, Peng T, et al. A pregnancy and postpartum lifestyle intervention in women with gestational diabetes mellitus reduces diabetes risk factors: a feasibility randomized control trial. *Diabetes Care* 2011; 34: 1519–25.
  67. Flax VL, Negerie M, Ibrahim AU, Leatherman S, Daza EJ, Bentley ME. Integrating group counseling, cell phone messaging, and participant-generated songs and dramas into a microcredit program increases Nigerian women's adherence to international breastfeeding recommendations. *J Nutr* 2014; 144: 1120–4.
  68. Forster D, McLachlan H, Lumley J, Beanland C, Waldenstrom U, Amir L. Two mid-pregnancy interventions to increase the initiation and duration of breastfeeding: a randomized controlled trial. *Birth* 2004; 31: 176–82.
  69. Frank DA, Wirtz SJ, Sorenson JR, Heeren T. Commercial discharge packs and breast-feeding counseling: effects on infant-feeding practices in a randomized trial. *Pediatrics* 1987; 80: 845–54.
  70. Froozani MD, Permezhadeh K, Motlagh AR, Golestan B. Effect of breastfeeding education on the feeding pattern and health of infants in their first 4 months in the Islamic Republic of Iran. *Bull World Health Organ* 1999; 77: 381–5.
  71. Gagnon AJ, Dougherty G, Jimenez V, Leduc N. Randomized trial of postpartum care after hospital discharge. *Pediatrics* 2002; 109: 1074–80.
  72. Gathwala G, Narayanan I. Delayed contact and breast feeding. *Indian Pediatr* 1992; 29: 155–9.
  73. Gijsbers B, Mesters I, Knotterus JA, Kester ADM, Schayck CP. The success of an educational program to promote exclusive breastfeeding for 6 months in families with a history of asthma: A randomized controlled trial. *Pediatr Asthma Allergy Immunol* 2006; 19: 214–22.
  74. Gill SL, Reifsnider E, Lucke JF. Effects of support on the initiation and duration of breastfeeding. *West J Nurs Res* 2007; 29: 708–23.
  75. Graffy J, Taylor J, Williams A, Eldridge S. Randomised controlled trial of support from volunteer counsellors for mothers considering breast feeding. *BMJ* 2004; 328: 26.
  76. Gross SM, Caulfield LE, Bentley ME, Bronner Y, Kessler L, Jensen J, et al. Counselling and motivational videotapes increase duration of breast-feeding in Africa-American WIC participants who initiate breast-feeding. *J Am Diet Assoc* 1998; 98: 143–8.
  77. Grossman LK, Harter C, Sachs L, Kay A. The effect of postpartum lactation counseling on the duration of breast-feeding in low-income women. *Am J Dis Child* 1990; 144: 471–4.
  78. Grossman X, Chaudhuri J, Feldman-Winter L, Abrams J, Newton KN, Philipp BL, et al. Hospital Education in Lactation Practices (Project HELP): does clinician education affect breastfeeding initiation and exclusivity in the hospital? *Birth* 2009; 36: 54–9.
  79. Haider R, Kabir I, Huttly SR, Ashworth A. Training peer counselors to promote and support exclusive breastfeeding in Bangladesh. *J Hum Lact* 2002; 18: 7–12.
  80. Haque MF, Hussain M, Sarkar A, Hoque MM, Ara FA, Sultana S. Breast-feeding counselling and its effect on the prevalence of exclusive breast-feeding. *J Health Popul Nutr* 2002; 20: 312–6.
  81. Hartley BM, O'Connor ME. Evaluation of the 'Best Start' breast-feeding education program. *Arch Pediatr Adolesc Med* 1996; 150: 868–71.
  82. Hauck Y, Hall WA, Jones C. Prevalence, self-efficacy and perceptions of conflicting advice and self-management: effects of a breastfeeding journal. *J Adv Nurs* 2007; 57: 306–17.
  83. Hauck YL, Dimmock JE. Evaluation of an information booklet on breastfeeding duration: a clinical trial. *J Adv Nurs* 1994; 20: 836–43.
  84. Hawkins SS, Griffiths LJ, Dezateux C, Law C. The impact of maternal employment on breast-feeding duration in the UK Millennium Cohort Study. *Public Health Nutr* 2007; 10: 891–6.
  85. Henderson A, Stamp G, Pincombe J. Postpartum positioning and attachment education for increasing breastfeeding: a randomized trial. *Birth* 2001; 28: 236–42.
  86. Hoddinott P, Craig L, MacLennan G, Boyers D, Vale L. The FEEDING Support Team (FEST) randomised, controlled



- feasibility trial of proactive and reactive telephone support for breastfeeding women living in disadvantaged areas. *BMJ Open* 2012; 2: 1–12.
87. Hoddinott P, Lee AJ, Pill R. Effectiveness of a breastfeeding peer coaching intervention in rural Scotland. *Birth* 2006; 33: 27–36.
  88. Hoffman MN, Disler PB, Power DJ. A programme to promote breast feeding in a socio-economically disadvantaged area of Cape Town, Republic of South Africa. *Public Health Rev* 1984; 12: 229–34.
  89. Hopkinson J, Konefal Gallagher M. Assignment to a hospital-based breastfeeding clinic and exclusive breastfeeding among immigrant Hispanic mothers: a randomized, controlled trial. *J Hum Lact* 2009; 25: 287–96.
  90. Howell EA, Bodnar-Deren S, Balbierz A, Parides M, Bickell N. An intervention to extend breastfeeding among black and Latina mothers after delivery. *Am J Obstet Gynecol* 2014; 210: 239. e1–5.
  91. Huang MZ, Kuo SC, Avery MD, Chen W, Lin KC, Gau ML. Evaluating effects of a prenatal web-based breastfeeding education programme in Taiwan. *J Clin Nurs* 2007; 16: 1571–9.
  92. Ickovics JR, Kershaw TS, Westdahl C, Magriples U, Massey Z, Reynolds H, et al. Group prenatal care and perinatal outcomes: a randomized controlled trial. *Obstet Gynecol* 2007; 110: 330–9.
  93. Ingram J, Johnson D, Condon L. The effects of Baby Friendly Initiative training on breastfeeding rates and the breastfeeding attitudes, knowledge and self-efficacy of community health-care staff. *Prim Health Care Res Dev* 2011; 12: 266–75.
  94. Ingram J, Johnson D, Greenwood R. Breastfeeding in Bristol: teaching good positioning, and support from fathers and families. *Midwifery* 2002; 18: 87–101.
  95. Ingram J, Rosser J, Jackson D. Breastfeeding peer supporters and a community support group: evaluating their effectiveness. *Matern Child Nutr* 2005; 1: 111–8.
  96. Jakobsen MS, Sodemann M, Molbak K, Alvarenga I, Aaby P. Promoting breastfeeding through health education at the time of immunizations: a randomized trial from Guinea Bissau. *Acta Paediatr* 1999; 88: 741–7.
  97. Jenner S. The influence of additional information, advice and support on the success of breast feeding in working class primiparas. *Child Care Health Dev* 1988; 14: 319–28.
  98. Jolly K, Ingram L, Freemantle N, Khan K, Chambers J, Hamburger R, et al. Effect of a peer support service on breastfeeding continuation in the UK: a randomised controlled trial. *Midwifery* 2012; 28: 740–5.
  99. Jones DA, West RR. Lactation nurse increases duration of breast feeding. *Arch Dis Child* 1985; 60: 772–4.
  100. Kang JS, Choi SY, Ryu EJ. Effects of a breastfeeding empowerment programme on Korean breastfeeding mothers: a quasi-experimental study. *Int J Nurs Stud* 2008; 45: 14–23.
  101. Khan M, Akram DS. Effects of baby-friendly hospital initiative on breast-feeding practices in sindh. *J Pak Med Assoc* 2013; 63: 756–9.
  102. Khresheh R, Suhaimat A, Jalamdeh F, Barclay L. The effect of a postnatal education and support program on breastfeeding among primiparous women: a randomized controlled trial. *Int J Nurs Stud* 2011; 48: 1058–65.
  103. Kistin N, Abramson R, Dublin P. Effect of peer counselors on breastfeeding initiation, exclusivity, and duration among low-income urban women. *J Hum Lact* 1994; 10: 11–5.
  104. Kistin N, Benton D, Rao S, Sullivan M. Breast-feeding rates among black urban low-income women: effect of prenatal education. *Pediatrics* 1990; 86: 741–6.
  105. Kools EJ, Thijs C, Kester AD, Brandt PA, Vries H. A breastfeeding promotion and support program a randomized trial in The Netherlands. *Prev Med* 2005; 40: 60–70.
  106. Kramer MS, Chalmers B, Hodnett ED, Sevkovskaya Z, Dzikovich I, Shapiro S, et al. Promotion of Breastfeeding Intervention Trial (PROBIT): a randomized trial in the Republic of Belarus. *JAMA* 2001; 285: 413–20.
  107. Kronborg H, Vaeth M, Olsen J, Iversen L, Harder I. Effect of early postnatal breastfeeding support: a cluster-randomized community based trial. *Acta Paediatr* 2007; 96: 1064–70.
  108. Kruske S, Schmied V, Cook M. The ‘Earlybird’ gets the breastmilk: findings from an evaluation of combined professional and peer support groups to improve breastfeeding duration in the first eight weeks after birth. *Matern Child Nutr* 2007; 3: 108–19.
  109. Kupratkul J, Taneepanichskul S, Voramongkol N, Phupong V. A randomized controlled trial of knowledge sharing practice with empowerment strategies in pregnant women to improve exclusive breastfeeding during the first six months postpartum. *J Med Assoc Thai* 2010; 93: 1009–18.
  110. Labarere J, Gelbert-Baudino N, Ayril AS, Duc C, BerchotEAU M, Bouchon N, et al. Efficacy of breastfeeding support provided by trained clinicians during an early, routine, preventive visit: a prospective, randomized, open trial of 226 mother-infant pairs. *Pediatrics* 2005; 115: e139–46.
  111. Labarere J, Gelbert-Baudino N, Laborde L, Arragain D, Schelstraete C, Francois P. CD-ROM-based program for breastfeeding mothers. *Matern Child Nutr* 2011; 7: 263–72.
  112. Lamontagne C, Hamelin AM, St-Pierre M. An assessment of the impact of breastfeeding clinic attendance on women’s breastfeeding experiences. *J Hum Lact* 2009; 25: 42–53.
  113. Langer A, Campero L, Garcia C, Reynoso S. Effects of psychosocial support during labour and childbirth on breastfeeding, medical interventions, and mothers’ wellbeing in a Mexican public hospital: a randomised clinical trial. *Br J Obstet Gynaecol* 1998; 105: 1056–63.
  114. Lavender T, Baker L, Smyth R, Collins S, Spofforth A, Dey P. Breastfeeding expectations versus reality: a cluster randomised controlled trial. *BJOG* 2005; 112: 1047–53.
  115. Leite AJ, Puccini RF, Atalah AN, Alves Da Cunha AL, Machado MT. Effectiveness of home-based peer counselling to promote breastfeeding in the northeast of Brazil: a randomized clinical trial. *Acta Paediatr* 2005; 94: 741–6.
  116. Lieu TA, Braveman PA, Escobar GJ, Fischer AF, Jensvold NG, Capra AM. A randomized comparison of home and clinic follow-up visits after early postpartum hospital discharge. *Pediatrics* 2000; 105: 1058–65.
  117. Lin CH, Kuo SC, Lin KC, Chang TY. Evaluating effects of a prenatal breastfeeding education programme on women with caesarean delivery in Taiwan. *J Clin Nurs* 2008; 17: 2838–45.
  118. Lin SS, Chien LY, Tai CJ, Lee CF. Effectiveness of a prenatal education programme on breastfeeding outcomes in Taiwan. *J Clin Nurs* 2008; 17: 296–303.
  119. Liu X, Zhang J, Liu Y, Li Y, Li Z. The association between cesarean delivery on maternal request and method of newborn feeding in China. *PLoS ONE* 2012; 7: e37336.
  120. Long DG, Funk-Archuleta MA, Geiger CJ, Mozar AJ, Heins JN. Peer counselor program increases breastfeeding rates in Utah Native American WIC population. *J Hum Lact* 1995; 11: 279–84.
  121. Lovera D, Sanderson M, Bogle ML, Vela Acosta MS. Evaluation of a breastfeeding peer support program for fathers of Hispanic participants in a Texas special supplemental nutrition program for women, infants, and children. *J Am Diet Assoc* 2010; 110: 1696–702.



122. Lucchini RC, Uribe TC, Villarroel DP, Rojas RA. Randomized controlled clinical trial evaluating determinants of successful breastfeeding: follow-up two months after comprehensive intervention versus standard care delivery. *Rev Chil Pediatr* 2013; 84: 138–44.
123. Martens PJ. Does breastfeeding education affect nursing staff beliefs, exclusive breastfeeding rates, and Baby-Friendly Hospital Initiative compliance? The experience of a small, rural Canadian hospital *J Hum Lact* 2000; 16: 309–18.
124. Mattar CN, Chong YS, Chan YS, Chew A, Tan P, Chan YH, et al. Simple antenatal preparation to improve breastfeeding practice: a randomized controlled trial. *Obstet Gynecol* 2007; 109: 73–80.
125. McDonald SJ, Henderson JJ, Evans SF, Faulkner S, Hagan R. Effect of an extended midwifery support program on the duration of breastfeeding: a randomised controlled trial. [abstract] Perinatal Society of Australia and New Zealand 7th Annual Congress; 2003 March 9–12; Tasmania, Australia 2003: A68.
126. McInnes RJ, Love JG, Stone DH. Evaluation of a community-based intervention to increase breastfeeding prevalence. *J Public Health Med* 2000; 22: 138–45.
127. McKeever P, Stevens B, Miller KL, MacDonell JW, Gibbins S, Guerriere D, et al. Home versus hospital breastfeeding support for newborns: a randomized controlled trial. *Birth* 2002; 29: 258–65.
128. McQueen KA, Dennis CL, Stremler R, Norman CD. A pilot randomized controlled trial of a breastfeeding self-efficacy intervention with primiparous mothers. *J Obstet Gynecol Neonatal Nurs* 2011; 40: 35–46.
129. Mellin PS, Poplawski DT, Gole A, Mass SB. Impact of a formal breastfeeding education program. *MCN Am J Matern Child Nurs* 2011; 36: 82–8; quiz 9–90.
130. Merewood A, Chamberlain LB, Cook JT, Philipp BL, Malone K, Bauchner H. The effect of peer counselors on breastfeeding rates in the neonatal intensive care unit: results of a randomized controlled trial. *Arch Pediatr Adolesc Med* 2006; 160: 681–5.
131. Merewood A, Philipp BL, Chawla N, Cimo S. The baby-friendly hospital initiative increases breastfeeding rates in a US neonatal intensive care unit. *J Hum Lact* 2003; 19: 166–71.
132. Merten S, Dratva J, Ackermann-Liebrich U. Do baby-friendly hospitals influence breastfeeding duration on a national level? *Pediatrics* 2005; 116: e702–8.
133. Morrell CJ, Spiby H, Stewart P, Walters S, Morgan A. Costs and effectiveness of community postnatal support workers: randomised controlled trial. *BMJ* 2000; 321: 593–8.
134. Morrow AL, Guerrero ML, Shults J, Calva JJ, Lutter C, Bravo J, et al. Efficacy of home-based peer counselling to promote exclusive breastfeeding: a randomised controlled trial. *Lancet* 1999; 353: 1226–31.
135. Muirhead PE, Butcher G, Rankin J, Munley A. The effect of a programme of organised and supervised peer support on the initiation and duration of breastfeeding: a randomised trial. *Br J Gen Pract* 2006; 56: 191–7.
136. Mydlilova A, Sipek A, Vignerova J. Breastfeeding rates in baby-friendly and non-baby-friendly hospitals in the Czech Republic from 2000 to 2006. *J Hum Lact* 2009; 25: 73–8.
137. Neyzi O, Gulecyuz M, Dincer Z, Olgun P, Kutluay T, Uzel N, et al. An educational intervention on promotion of breast feeding complemented by continuing support. *Paediatr Perinat Epidemiol* 1991; 5: 299–303.
138. Noel-Weiss J, Rupp A, Cragg B, Bassett V, Woodend AK. Randomized controlled trial to determine effects of prenatal breastfeeding workshop on maternal breastfeeding self-efficacy and breastfeeding duration. *J Obstet Gynecol Neonatal Nurs* 2006; 35: 616–24.
139. Nommsen-Rivers LA, Mastergeorge AM, Hansen RL, Cullum AS, Dewey KG. Doula care, early breastfeeding outcomes, and breastfeeding status at 6 weeks postpartum among low-income primiparae. *J Obstet Gynecol Neonatal Nurs* 2009; 38: 157–73.
140. Ochola SA, Labadarios D, Nduati RW. Impact of counselling on exclusive breast-feeding practices in a poor urban setting in Kenya: a randomized controlled trial. *Public Health Nutr* 2013; 16: 1732–40.
141. Ojofeitimi EO, Esimai OA, Owolabi OO, Oluwabusi, Olaobaju OF, Olanuga TO. Breast feeding practices in urban and rural health centres: impact of baby friendly hospital initiative in Ile-Ife, Nigeria. *Nutr Health* 2000; 14: 119–25.
142. Olayemi O, Aimakhu CO, Bello FA, Motayo VO, Ogunleye AA, Odunukan OW, et al. The influence of social support on the duration of breast-feeding among antenatal patients in Ibadan. *J Obstet Gynaecol* 2007; 27: 802–5.
143. Oliveira LD, Giugliani ER, do Espírito Santo LC, França MC, Weigert EM, Kohler CV, et al. Effect of intervention to improve breastfeeding technique on the frequency of exclusive breastfeeding and lactation-related problems. *J Hum Lact* 2006; 22: 315–21.
144. Pannu PK, Giglia RC, Binns CW, Scott JA, Oddy WH. The effectiveness of health promotion materials and activities on breastfeeding outcomes. *Acta Paediatr* 2011; 100: 534–7.
145. Parker M, Burnham L, Cook J, Sanchez E, Philipp BL, Merewood A. 10 years after baby-friendly designation: breastfeeding rates continue to increase in a US neonatal intensive care unit. *J Hum Lact* 2013; 29: 354–8.
146. Perez A, Valdes V. Santiago Breastfeeding Promotion Program: preliminary results of an intervention study. *Am J Obstet Gynecol* 1991; 165: 2039–44.
147. Petrova A, Ayers C, Stechna S, Gerling JA, Mehta R. Effectiveness of exclusive breastfeeding promotion in low-income mothers: a randomized controlled study. *Breastfeed Med* 2009; 4: 63–9.
148. Philipp BL, Merewood A, Miller LW, Chawla N, Murphy-Smith MM, Gomes JS. Baby-friendly hospital initiative improves breastfeeding initiation rates in a US hospital setting. *Pediatrics* 2001; 108: 677–83.
149. Pincombe J, Baghurst P, Antoniou G, Peat B, Henderson A, Reddin E. Baby Friendly Hospital Initiative practices and breast feeding duration in a cohort of first-time mothers in Adelaide, Australia. *Midwifery* 2008; 24: 55–61.
150. Pinelli J, Atkinson SA, Saigal S. Randomized trial of breastfeeding support in very low-birth-weight infants. *Arch Pediatr Adolesc Med* 2001; 155: 548–53.
151. Pisacane A, Continisio GI, Aldinucci M, D'Amora S, Continisio P. A controlled trial of the father's role in breastfeeding promotion. *Pediatrics* 2005; 116: e494–8.
152. Pisacane A, Continisio P, Filosa C, Tagliamonte V, Continisio GI. Use of baby carriers to increase breastfeeding duration among term infants: the effects of an educational intervention in Italy. *Acta Paediatr* 2012; 101: e434–8.
153. Porteous R, Kaufman K, Rush J. The effect of individualized professional support on duration of breastfeeding: a randomized controlled trial. *J Hum Lact* 2000; 16: 303–8.
154. Pugh LC, Milligan RA, Frick KD, Spatz D, Bronner Y. Breastfeeding duration, costs, and benefits of a support program for low-income breastfeeding women. *Birth* 2002; 29: 95–100.

155. Pugh LC, Serwint JR, Frick KD, Nanda JP, Sharps PW, Spatz DL, et al. A randomized controlled community-based trial to improve breastfeeding rates among urban low-income mothers. *Acad Pediatr* 2010; 10: 14–20.
156. Quinlivan JA, Box H, Evans SF. Postnatal home visits in teenage mothers: a randomised controlled trial. *Lancet* 2003; 361: 893–900.
157. Quinn VJ, Guyon AB, Schubert JW, Stone-Jimenez M, Hainsworth MD, Martin LH. Improving breastfeeding practices on a broad scale at the community level: success stories from Africa and Latin America. *J Hum Lact* 2005; 21: 345–54.
158. Qureshi AM, Oche OM, Sadiq UA, Kabiru S. Using community volunteers to promote exclusive breastfeeding in Sokoto State, Nigeria. *Pan Afr Med J* 2011; 10: 8.
159. Rasmussen KM, Dieterich CM, Zelek ST, Altabet JD, Kjolhede CL. Interventions to increase the duration of breastfeeding in obese mothers: the Bassett Improving Breastfeeding Study. *Breastfeed Med* 2011; 6: 69–75.
160. Redman S, Watkins J, Evans L, Lloyd D. Evaluation of an Australian intervention to encourage breast feeding in primiparous women. *Health Promot Int* 1995; 10: 101–13.
161. Rosen IM, Krueger MV, Carney LM, Graham JA. Prenatal breastfeeding education and breastfeeding outcomes. *MCN Am J Matern Child Nurs* 2008; 33: 315–9.
162. Rossiter JC. The effect of a culture-specific education program to promote breastfeeding among Vietnamese women in Sydney. *Int J Nurs Stud* 1994; 31: 369–79.
163. Russell BK, Aviles M, Brion LP. Relationship between perinatal counseling and incidence of breastfeeding in an inner-city population. *J Perinatol* 1999; 19: 501–4.
164. Ryan AS, Zhou W. Lower breastfeeding rates persist among the Special Supplemental Nutrition Program for Women, Infants, and Children participants, 1978–2003. *Pediatrics* 2006; 117: 1136–46.
165. Wrenn SE. The Effects of Model Based Intervention on Breastfeeding Attrition. University of Texas Science Centre, San Antonio: University of Texas Health Science Centre; 1997.
166. Salonen AH, Kaunonen M, Astedt-Kurki P, Jarvenpaa AL, Tarkka MT. Development of an internet-based intervention for parents of infants. *J Adv Nurs* 2008; 64: 60–72.
167. Sandy JM, Anisfeld E, Ramirez E. Effects of a prenatal intervention on breastfeeding initiation rates in a Latina immigrant sample. *J Hum Lact* 2009; 25: 404–11; quiz 58–9.
168. Schafer E, Vogel MK, Viegas S, Hausafus C. Volunteer peer counselors increase breastfeeding duration among rural low-income women. *Birth* 1998; 25: 101–6.
169. Schmidt M. Social marketing and breastfeeding: a literature review. *Glob J Health Sci* 2013; 5: 82–94.
170. Sciacca JP, Phipps BL, Dube DA, Ratliff MI. Influences on breast-feeding by lower-income women: an incentive-based, partner-supported educational program. *J Am Diet Assoc* 1995; 95: 323–8.
171. Shaw E, Kaczorowski J. The effect of a peer counseling program on breastfeeding initiation and longevity in a low-income rural population. *J Hum Lact* 1999; 15: 19–25.
172. Shinwell ES, Churgin Y, Shlomo M, Shani M, Flidel-Rimon O. The effect of training nursery staff in breastfeeding guidance on the duration of breastfeeding in healthy term infants. *Breastfeed Med* 2006; 1: 247–52.
173. Simonetti V, Palma E, Giglio A, Mohn A, Cicolini G. A structured telephonic counselling to promote the exclusive breastfeeding of healthy babies aged zero to six months: a pilot study. *Int J Nurs Pract* 2012; 18: 289–94.
174. Sjolín S, Hofvander Y, Hillervik C. A prospective study of individual courses of breast feeding. *Acta Paediatr Scand* 1979; 68: 521–9.
175. Sobel HL, Iellamo A, Raya RR, Padilla AA, Olive JM, Nyunt US. Is unimpeded marketing for breast milk substitutes responsible for the decline in breastfeeding in the Philippines? An exploratory survey and focus group analysis *Soc Sci Med* 2011; 73: 1445–8.
176. Steel O'Connor KO, Mowat DL, Scott HM, Carr PA, Dorland JL, Young Tai KF. A randomized trial of two public health nurse follow-up programs after early obstetrical discharge: an examination of breastfeeding rates, maternal confidence and utilization and costs of health services. *Can J Public Health* 2003; 94: 98–103.
177. Su LL, Chong YS, Chan YH, Chan YS, Fok D, Tun KT, et al. Antenatal education and postnatal support strategies for improving rates of exclusive breast feeding: randomised controlled trial. *BMJ* 2007; 335: 596.
178. Susin LR, Giugliani ER. Inclusion of fathers in an intervention to promote breastfeeding: impact on breastfeeding rates. *J Hum Lact* 2008; 24: 386–92; quiz 451–3.
179. Suzuki S, Hirohata S, Uriu K, Hutago Y, Murakami M. Cesarean delivery as a factor promoting exclusive breastfeeding in Japan. *J Matern Fetal Neonatal Med* 2013; 26: 1762–3.
180. Taddei JA, Westphal MF, Venancio S, Bogus C, Souza S. Breastfeeding training for health professionals and resultant changes in breastfeeding duration. *Sao Paulo Med J* 2000; 118: 185–91.
181. Tahir NM, Al-Sadat N. Does telephone lactation counselling improve breastfeeding practices? A randomised controlled trial *Int J Nurs Stud* 2013; 50: 16–25.
182. Tarrant M, Wu KM, Fong DY, Lee IL, Wong EM, Sham A, et al. Impact of baby-friendly hospital practices on breastfeeding in Hong Kong. *Birth* 2011; 38: 238–45.
183. Taveras EM, Blackburn K, Gillman MW, Haines J, McDonald J, Price S, et al. First steps for mommy and me: a pilot intervention to improve nutrition and physical activity behaviors of postpartum mothers and their infants. *Matern Child Health J* 2011; 15: 1217–27.
184. Turan JM, Say L. Community-based antenatal education in Istanbul, Turkey: effects on health behaviours. *Health Policy Plan* 2003; 18: 391–8.
185. Tylleskär T, Jackson D, Meda N, Engebretsen IM, Chopra M, Diallo AH, et al. Exclusive breastfeeding promotion by peer counsellors in sub-Saharan Africa (PROMISE-EBF): a cluster-randomised trial. *Lancet* 2011; 378: 420–7.
186. Valdes V, Perez A, Labbok M, Pugin E, Zambrano I, Catalan S. The impact of a hospital and clinic-based breastfeeding promotion programme in a middle class urban environment. *J Trop Pediatr* 1993; 39: 142–51.
187. Valdés V, Pugin E, Schooley J, Catalán S, Aravena R. Clinical support can make the difference in exclusive breastfeeding success among working women. *J Trop Pediatr* 2000; 46: 149–54.
188. Vari PM, Camburn J, Henly SJ. Professionally mediated peer support and early breastfeeding success. *J Perinat Educ* 2000; 9: 22–30.
189. Venancio SI, Saldiva SR, Escuder MM, Giugliani ER. The Baby-Friendly Hospital Initiative shows positive effects on breastfeeding indicators in Brazil. *J Epidemiol Community Health* 2012; 66: 914–8.
190. Vestermark V, Hogdall CK, Birch M, Plenov G, Toftager-Larsen K. Influence of the mode of delivery on initiation of breastfeeding. *Eur J Obstet Gynecol Reprod Biol* 1991; 38: 33–8.

191. Victora CG, Huttly SR, Barros FC, Vaughan JP. Caesarean section and duration of breast feeding among Brazilians. *Arch Dis Child* 1990; 65: 632–4.
192. Vitolo MR, Bortolini GA, Feldens CA, Drachler Mde L. Impacts of the 10 Steps to Healthy Feeding in Infants: a randomized field trial. *Cad Saude Publica* 2005; 21: 1448–57.
193. Vittoz JP, Labarere J, Castell M, Durand M, Pons JC. Effect of a training program for maternity ward professionals on duration of breastfeeding. *Birth* 2004; 31: 302–7.
194. Vogel AM, Hutchison BL, Mitchell EA. The impact of pacifier use on breastfeeding: a prospective cohort study. *J Paediatr Child Health* 2001; 37: 58–63.
195. Volpe EM, Bear M. Enhancing breastfeeding initiation in adolescent mothers through the Breastfeeding Educated and Supported Teen (BEST) Club. *J Hum Lact* 2000; 16: 196–200.
196. Wallace LM, Dunn OM, Alder EM, Inch S, Hills RK, Law SM. A randomised-controlled trial in England of a postnatal midwifery intervention on breast-feeding duration. *Midwifery* 2006; 22: 262–73.
197. Wambach KA, Aaronson L, Breedlove G, Domian EW, Rojjanasrirat W, Yeh HW. A randomized controlled trial of breastfeeding support and education for adolescent mothers. *West J Nurs Res* 2011; 33: 486–505.
198. Watt S, Sword W, Sheehan D, Foster G, Thabane L, Krueger P, et al. The effect of delivery method on breastfeeding initiation from the The Ontario Mother and Infant Study (TOMIS) III. *J Obstet Gynecol Neonatal Nurs* 2012; 41: 728–37.
199. Wen LM, Baur LA, Simpson JM, Rissel C, Flood VM. Effectiveness of an early intervention on infant feeding practices and “tummy time”: a randomized controlled trial. *Arch Pediatr Adolesc Med* 2011; 165: 701–7.
200. Weng DR, Hsu CS, Gau ML, Chen CH, Li CY. Analysis of the outcomes at baby-friendly hospitals: appraisal in Taiwan. *Kaohsiung J Med Sci* 2003; 19: 19–28.
201. Wilhelm SL, Stepan MB, Hertzog M, Rodehorst TK, Gardner P. Motivational interviewing to promote sustained breastfeeding. *J Obstet Gynecol Neonatal Nurs* 2006; 35: 340–8.
202. Wolfberg AJ, Michels KB, Shields W, O’Campo P, Bronner Y, Bienstock J. Dads as breastfeeding advocates: results from a randomized controlled trial of an educational intervention. *Am J Obstet Gynecol* 2004; 191: 708–12.
203. Wong EH, Nelson E, Choi KC, Wong KP, Ip C, Ho LC. Evaluation of a peer counselling programme to sustain breastfeeding practice in Hong Kong. *Int Breastfeed J* 2007; 2: 12.
204. Zakarija-Grkovic I, Segvic O, Bozinovic T, Cuze A, Lozancic T, Vuckovic A, et al. Hospital practices and breastfeeding rates before and after the UNICEF/WHO 20-hour course for maternity staff. *J Hum Lact* 2012; 28: 389–99.
205. Zimmerman DR. You can make a difference: increasing breastfeeding rates in an inner-city clinic. *J Hum Lact* 1999; 15: 217–20.
206. Lumbiganon P, Martis R, Laopaiboon M, Festin Mario R, Ho Jacqueline J, Hakimi M. Antenatal breastfeeding education for increasing breastfeeding duration. *Cochrane Database Syst Rev* 2012; 9: 1–66.
207. Spiby H, McCormick F, Wallace L, Renfrew MJ, D’Souza L, Dyson L. A systematic review of education and evidence-based practice interventions with health professionals and breast feeding counsellors on duration of breast feeding. *Midwifery* 2009; 25: 50–61.
208. Lavender T, Richens Y, Milan SJ, Smyth RM, Dowswell T. Telephone support for women during pregnancy and the first six weeks postpartum. *Cochrane Database Syst Rev* 2013; 7: Cd009338.
209. Ingram L, MacArthur C, Khan K, Deeks JJ, Jolly K. Effect of antenatal peer support on breastfeeding initiation: a systematic review. *CMAJ* 2010; 182: 1739–46.
210. Jolly K, Ingram L, Khan KS, Deeks JJ, Freemantle N, MacArthur C. Systematic review of peer support for breastfeeding continuation: metaregression analysis of the effect of setting, intensity, and timing. *BMJ* 2012; 344: d8287.
211. Sudfeld CR, Fawzi WW, Lahariya C. Peer support and exclusive breastfeeding duration in low and middle-income countries: a systematic review and meta-analysis. *PLoS ONE* 2012; 7: e45143.
212. Hirani SA, Karmaliani R. Evidence based workplace interventions to promote breastfeeding practices among Pakistani working mothers *Women. Birth* 2013; 26: 10–6.
213. Hall J. Effective community-based interventions to improve exclusive breast feeding at four to six months in low- and low-middle-income countries: a systematic review of randomised controlled trials. *Midwifery* 2011; 27: 497–502.
214. Beake S, Pellowe C, Dykes F, Schmied V, Bick D. A systematic review of structured compared with non-structured breastfeeding programmes to support the initiation and duration of exclusive and any breastfeeding in acute and primary health care settings. *Matern Child Nutr* 2012; 8: 141–61.
215. Haroon S, Das JK, Salam RA, Imdad A, Bhutta ZA. Breastfeeding promotion interventions and breastfeeding practices: a systematic review. *BMC Public Health* 2013; 13 (Suppl 3): S20.
216. Imdad A, Yakoob MY, Bhutta ZA. Effect of breastfeeding promotion interventions on breastfeeding rates, with special focus on developing countries. *BMC Public Health* 2011; 11 (Suppl 3): S24.
217. World Bank. Low and Middle Income Country Wise Data. 2014
218. Higgins JPT, Altman DG, Gøtzsche PC, Jüni P, Moher D, Oxman AD, et al. The Cochrane Collaboration’s tool for assessing risk of bias in randomised trials 2011.
219. Dyson L, McCormick F, Renfrew MJ. Interventions for promoting the initiation of breastfeeding. *Cochrane Database Syst Rev* 2005; 2: Cd001688.
220. Perez-Escamilla R, Curry L, Minhas D, Taylor L, Bradley E. Scaling up of breastfeeding promotion programs in low- and middle-income countries: the “breastfeeding gear” model. *Adv Nutr* 2012; 3: 790–800.

**Appendix 1** Summary of studies included in early initiation of breastfeeding

	Estimates	Studies	Ref. No.	Design		Country		Quality	
Health systems and services (1)									
Overall	29	23	12, 15, 23, 28, 33, 44, 47, 56, 57, 72, 78, 92, 123, 131, 141, 145, 148, 149, 161, 189, 190, 193, 198	RCT	4	HIC	22	AQ	17
				Obs	10	LMIC	7	IQ	12
				Quas	15				
Home and family environment (2)									
Overall	5	5	14, 47, 79, 156, 171	RCT	3	HIC	4	AQ	2
				Obs	1	LMIC	1	IQ	3
				Quasi	1				
Community environment (3)									
Overall	5	4	25, 58, 157, 162	RCT	0	HIC		AQ	0
				Obs	0	LMIC	5	IQ	5
				Quasi	5				
Work environment (4)									
No studies									
Policy environment (5)									
No studies									
Combination of Setting (6)									
Setting 1+2	6	6	40, 47, 110, 139, 197, 205	RCT	2	HIC	5	AQ	5
				Obs	2	LMIC	1	IQ	1
				Quasi	2				
Setting 2+3	3	3	31, 60, 67	RCT	2	HIC	0	AQ	2
				Obs		LMIC	3	IQ	1
				Quasi	1				
Setting 1+3	1	1	30	RCT	1	HIC		AQ	1
				Obs	0	LMIC	1	IQ	0
				Quasi	0				

RR, relative risk; 95% CI, 95% confidence interval; RCT, randomized controlled trial; Obs., observational study; Quas, quasiexperimental design; HIC, high income country; LIC, low income country; AQ, adequate quality; IQ, inadequate quality.

**Appendix 2** Summary of studies included for exclusive breastfeeding

	Estimates	Studies	Reference Nos.	Design		Country		Quality	
Health systems and services (1)									
Overall	51	46	16, 12, 15, 27, 33,34, 44, 46, 52, 63, 64, 78, 80, 89, 91, 93, 96, 106, 108, 110, 113, 117, 118, 119, 123, 124, 129, 131, 132, 136, 138, 140, 141, 143, 146, 148, 152, 177, 179, 180, 187, 189, 190, 196, 200, 204	RCT	18	HIC	30	AQ	19
				Obs	16	LMIC	21	IQ	32
				Quas	17				
Home and family environment (2)									
Overall	43	36	14, 19, 21, 22, 29, 32, 45, 61, 65, 68, 71, 73, 75, 79, 86, 105, 107, 115, 125, 133, 134, 135, 140, 142, 151, 158, 159, 165, 166, 167, 173, 174, 178, 181, 185, 203	RCT	31	HIC	24	AQ	16
				Obs	0	LMIC	19	IQ	26
				Quas	12				
Community environment (3)									
Overall	6	3	25, 157, 184	RCT	0	HIC	1	AQ	0
				Obs	0	LMIC	5	IQ	6
				Quas	6				
Work environment (4)									
Overall	4	1	26	RCT	0	HIC	4	AQ	0
				Obs	0	LMIC	0	IQ	4
				Quas	4				
Policy environment (5)									
No studies									



**Appendix 2** (Continued)

	Estimates	Studies	Reference Nos.	Design	Country	Quality
Combination of setting (6)						
Setting 1+2	16	14	13, 17, 18, 53, 69, 86, 98, 102, 103, 127, 128, 131, 147, 153	RCT	13	HIC 10 AQ 5
				Obs	0	LMIC 6 IQ 11
				Quas	3	0
Setting 2+3	3	3	31, 60, 67	RCT	2	HIC 0 AQ 2
				Obs	0	LMIC 3 IQ 1
				Quas	1	
Setting 1+3	7	7	30, 94, 109, 154, 170, 183, 192	RCT	4	HIC 4 AQ 2
				Obs	0	LMIC 3 IQ 5
				Quas	3	

RR, relative risk; 95% CI, 95% confidence interval; RCT, randomized controlled trial; Obs., observational study; Quas, quasiexperimental design; HIC, high income country; LIC, low income country; AQ, adequate quality; IQ, inadequate quality.

**Appendix 3** Summary of studies included in continued breastfeeding

	Estimates	Studies	Ref. No.	Design	Country	Quality
Health systems and services (1)						
Overall	8	8	16, 23, 35, 44, 96, 106, 144, 204	RCT	2	HIC 5 AQ 4
				Obs	4	LMIC 3 IQ 4
				Quasi	2	
Home and family environment (2)						
Overall	2	2	151, 199	RCT	2	HIC 2 AQ 2
				Obs	0	LMIC 0 IQ 0
				Quasi	0	
Community environment (3)						
No studies						
Work environment (4)						
Overall	1	1	51	RCT	0	HIC 1 AQ 0
				Obs	1	LMIC 0 IQ 1
				Quasi	0	
Policy environment (5)						
Overall	1	1	175	Obs	1	LMIC 1 IQ 1
Combination of setting (6)						
Setting 1+2	6	6	17, 99, 103, 150, 158, 192	RCT	4	HIC 3 AQ 5
				Obs	0	LMIC 3 IQ 1
				Quasi	2	
Setting 2+3	No studies					
Setting 1+3	1	1	35	RCT	0	HIC 1 AQ 0
				Obs	1	LMIC 0 IQ 1
				Quasi	0	

RR, relative risk; 95% CI, 95% confidence interval; RCT, randomized controlled trial; Obs., observational study; Quas, quasiexperimental design; HIC, high income country; LIC, low income country; AQ, adequate quality; IQ, inadequate quality.

**Appendix 4** Summary of studies included in any breastfeeding

	Estimates	Studies	Ref. No.	Design		Country		Quality	
Health systems and services (1)									
Overall	47	39	23, 28, 33, 35, 37, 38, 39, 46, 47, 52, 56, 64, 85, 91, 93, 101, 106, 108, 110, 112, 131, 132, 144, 146, 151, 161, 163, 172, 177, 180, 186, 187, 191, 196, 198, 200, 201, 204	RCT	11	HIC	36	AQ	30
				Obs	20	LMIC	11	IQ	17
				Quas	16				
Home and family environment (2)									
Overall	36	34	41, 43, 47, 49, 54, 61, 68, 71, 74, 83, 87, 86, 95, 97, 100, 105, 115, 121, 125, 134, 135, 151, 156, 159, 165, 168, 171, 174, 176, 178, 181, 199, 202, 203	RCT	22	HIC	30	AQ	19
				Obs	5	LMIC	6	IQ	17
				Quas	9				
Community environment (3)									
Overall	No studies								
Work environment (4)									
Overall	4	2	55, 84	RCT	0	HIC	4	AQ	0
				Obs	4	LMIC	0	IQ	4
				Quas	0				
Policy environment (5)									
Overall	1	1	164	Obs	1	HIC	1	AQ	0
						LMIC	0	IQ	1
Combination of setting (6)									
Setting 1+2	21	21	17, 18, 36, 46, 66, 78, 81, 90, 98, 99, 102, 103, 111, 120, 128, 150, 153, 154, 155, 160, 205	RCT	13	HIC	19	AQ	8
				Obs	1	LMIC	2	IQ	13
				Quas	7				
Setting 2+3	3	3	48, 60, 126	RCT	0	HIC	1	AQ	0
				Obs	1	LMIC	2	IQ	3
				Quas	2				
Setting 1+3	6	5	30, 35, 75, 88, 94	RCT	2	HIC	5	AQ	4
				Obs	1	LMIC	1	IQ	2
				Quas	3				

RR, relative risk; 95% CI, 95% confidence interval; RCT, randomized controlled trial; Obs., observational study; Quas, quasiexperimental design; HIC, high income country; LIC, Low income country; AQ, adequate quality; IQ, inadequate quality.

**Appendix 5** Studies for which RR could not be calculated

Author Name	Year	Ref. No.
Agrasada	2005	11
Anderson	1984	20
Baghurst	2007	24
Bonuck	2005	34
Chapman	2011	50
Lavender	2005	114
Lucchini	2013	122
Merewood	2006	130
Ryan	2006	164
Tarrant	2011	182