

# Midwifery and Neonatal Nursing

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## Concept mapping to develop a feasible intervention model to improve the six months exclusive breastfeeding rate in Northeast Thailand

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Improving the rate of six months exclusive breastfeeding (EBF) is an international challenge. Despite various interventions and initiatives aiming to improve this rate in Thailand, the six months EBF rate dropped from 27% in 2009 to 14% in 2013 in Northeast Thailand. The aim of this study was to develop a feasible six months EBF intervention model for Northeast Thailand utilizing concept mapping. A convenience sample of 22 participants including healthcare professionals and volunteers and community leaders were involved in the six concept mapping steps. Stakeholders were informed of the outcome of previous research identifying the facilitators and barriers to six months EBF, which led to the generation of possible interventions. Participants were asked to rate the feasibility of the interventions and to group them, allowing multi-dimensional scaling and hierarchical cluster analysis to be conducted. The outputs of the analysis were point rating, cluster and cluster rating maps which were shared with the stakeholders to reach consensus on a three-year intervention model. The proposed intervention model includes 15 feasible interventions clustered into three clusters namely health care services, education packages and community services. The healthcare services cluster was selected as the priority to be implemented within the first year, but aspects of the education packages namely those for families and parents were also proposed to be implemented in the first year. Most interventions in the community services and broader community education aspects were selected for implementation in the second year and health promotion opportunities were proposed for the third year breast feeding.

### Biography

Thiwawan Thepha is currently perusing her PhD from the University of Aberdeen. She is a Lecturer at Khon Kaen University in Thailand, where she has been trained as a midwife and has more than 10 years of experience.

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