The facilitators and barriers to exclusive breastfeeding in Northeast of Thailand

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The six months exclusive breastfeeding (EBF) rate in the Northeast of Thailand has significantly decreased while in other regions of Thailand it has not. The aim of this study was to identify perceived barriers and facilitators to six month EBF in Northeast Thailand of the main stakeholders, namely breastfeeding mothers. Six focus group discussions comprising of 30 participants were conducted. The eligibility criteria for participants in the focus groups was Northeastern-Thai mothers aged 20 to 40 years with children aged between four and six months and currently breastfeeding their children. The participants were recruited through self-selection sampling from Khon Kaen Hospital, Num-phong Hospital and private hospitals in Khon Kaen, Thailand. Thematic analysis was employed to analyse the data. Three themes were identified: Knowledge and belief, environment and support. Most mothers mentioned that knowledge about the advantages of breast milk and how to produce breastmilk were facilitators to six months EBF. Relating to the support theme, the use of social media emerged as a facilitator of six months EBF. The identified facilitators and barriers can inform the development of relevant intervention(s) to improve the six months EBF rate in the northeast of Thailand, as well as in other countries.

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Cyberbullying, Facebook profiles, Kim Kardashian, and Lady Gaga Goes Gaga: How children & teenagers are affected by new and old media

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Children and adolescents now spend more than seven hours a day with a variety of different media. How does that affect their attitudes and behavior, and what can health professionals do about it? This study will discuss the latest research on the impact of media on adolescents, illustrated with abundant examples of both “good” and “bad” media. In addition, a brief section will involve media training for health professionals about health-related issues important to them-how to talk to newspaper reporters, radio interviewers and appear on TV. Topic areas will include media violence, substance abuse, sex and sexuality and the importance of the internet, social networking sites and cell phones. The aims of this study are: To illustrate the nature of current media for children and adolescents (topic areas: sex, birth control advertising, body self-image, obesity and eating disorders); to discuss the impact of a variety of media with an emphasis on impact of TV on children and teens and how such effects were determined by research and; to emphasize how the adverse effects of TV and other media can be mediated by parents and by school media literacy program.

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