Objectives (Methods)

1. Investigate the evidence base for the ‘one hour’ time limit
   ➢ Systematic literature review of Medline, Embase, CINAHL, and Web Science to identify RCTs assessing the effect of SSC on BF initiation. Retrieved 553 and 129 RCTs were eligible. 11 reported timing for initiation.

2. Assess mothers’ perception of household survey question
   ➢ 49 cognitive interviews in Basona and Debrebirhan dist.

3. Assess experiences of household survey data collectors
   ➢ 130 self-administered questionnaires completed

4. Explain breastfeeding initiation in the context of other immediate newborn behaviors
   ➢ 26 semi-structured interviews, 2 focus group discussions and 1 key informant interview in Basona district

Results

One hour time limit

Finding: The average time for initiation was < 1 hour

<table>
<thead>
<tr>
<th>Studies</th>
<th>Time A</th>
<th>Studies</th>
<th>Time A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Windstorm (1987)</td>
<td>55 m</td>
<td>Widström (2011)</td>
<td>62 m</td>
</tr>
<tr>
<td>Richard (1990)</td>
<td>50 m</td>
<td>Mahmood (2011)</td>
<td>41 m</td>
</tr>
<tr>
<td>Ransjo-Arvidson (2001)</td>
<td>79 m</td>
<td>Gizzo (2012)</td>
<td>30 m</td>
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<tr>
<td>Carfoot (2005)</td>
<td>46 m</td>
<td>Cantrill (2014)</td>
<td>38 m</td>
</tr>
<tr>
<td>Jonas W (2007)</td>
<td>2 m</td>
<td>Aghdas, (2014)</td>
<td>22 m</td>
</tr>
<tr>
<td>Gabriel (2010)</td>
<td>48 m</td>
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</tbody>
</table>

Table 1: selected studies which reported time for initiation

MOTHERS’ PERCEPTION
Finding: Mothers thought the question was about when baby received breastmilk and reported TIME A + TIME B

DATA COLLECTORS’ EXPERIENCE
Finding: two-thirds (66%) had to probe mothers to help in recalling the event and describe timing in minutes, hours or days.

Conclusions

- Accurate measurement informs policy/practice and helps to track progress in newborn health targets
- Therefore, consistent use of the definition is recommended
- Revise question as “how long after birth did you first put [name] to the breast even if your breastmilk did not arrive yet?”
- Standard probes or follow on questions are needed
- Design probes using other local newborn behaviours as reference points for mothers to recall time accurately

References
2. WHO. Evidence review for ten steps to successful breastfeeding. 1998
4. WHO. Indicators for assessing infant and young child feeding practices; part II measurement. Geneva2010. p. 18

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