



Providing A Holistic Approach for Caregiver Education on Infants Feeding

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Introduction

- Feeding difficulties such as oral-motor delays, bottle/ breastfeeding challenges, and limited food progression can often impact children's abilities to safely and effectively engage in daily routines (Marcus & Brenton, 2022).
- Caregivers often experience uncertainty about developmental milestones, what red flags to observe for in their children, and when it is appropriate to seek therapy for support (Kalhoff et al., 2024).
- Occupational therapy practitioners play a vital role in this process, evaluating readiness, promoting safe mealtime routines, supporting oral- motor skill development, and educating caregivers on appropriate feeding strategies (Marcus & Brenton, 2022).
- Limited research shows that interventions such as multimedia and community programs in the beginning stages of breastfeeding help with a smoother initiation process between mother and child (Balogun et al., 2016).
- The purpose of this project was to design and implement educational resources for mothers to help enhance feeding practices and caregiver knowledge.

Methods

- Creation of an asynchronous virtual education program.
- Content for each internet post was developed by creating a blog post or social media infographic weekly and reviewed by capstone mentors to ensure credibility.
- Common topics included occupational therapy's role in feeding, prenatal checklists, bottle/breastfeeding basics, developmental milestones, choke prevention, aspiration signs, transitioning to solids, and when to refer to therapy.
- Completed posts were added to *Bloom Pediatric Therapy*'s and *Pediatric Foundations Therapy*'s official websites and social media platforms.
- Content engagement was tracked by website analytics and social media interactions per post.

Results

- Views counts for each post were significantly higher than the reach, showing that users re-reviewed content post multiple times.
- Engagement with posts consistent across topics.
- Variable rates of views, reach, interactions, impressions and comments for each post, but all represent positive feedback.

Table 1: Total Consumer Impact of Feeding Education Content

Topic	Views	Reach	Interactions	Impressions	Comments
From Diapers to Cuddles: What Every New Mom Should Know	132	71	3	78	1
Birth to 15 Months Feeding Milestones	109	61	4	76	0
Choke Prevention/ Aspiration	90	43	1	51	0
Little Bites, Big Skills: Everything You Need to Know About Introducing First Foods to Your Baby	92	44	1	44	0
What Constitutes Therapy?	Not Reported				

Fig.1 Feeding Milestones Birth To 8 Months

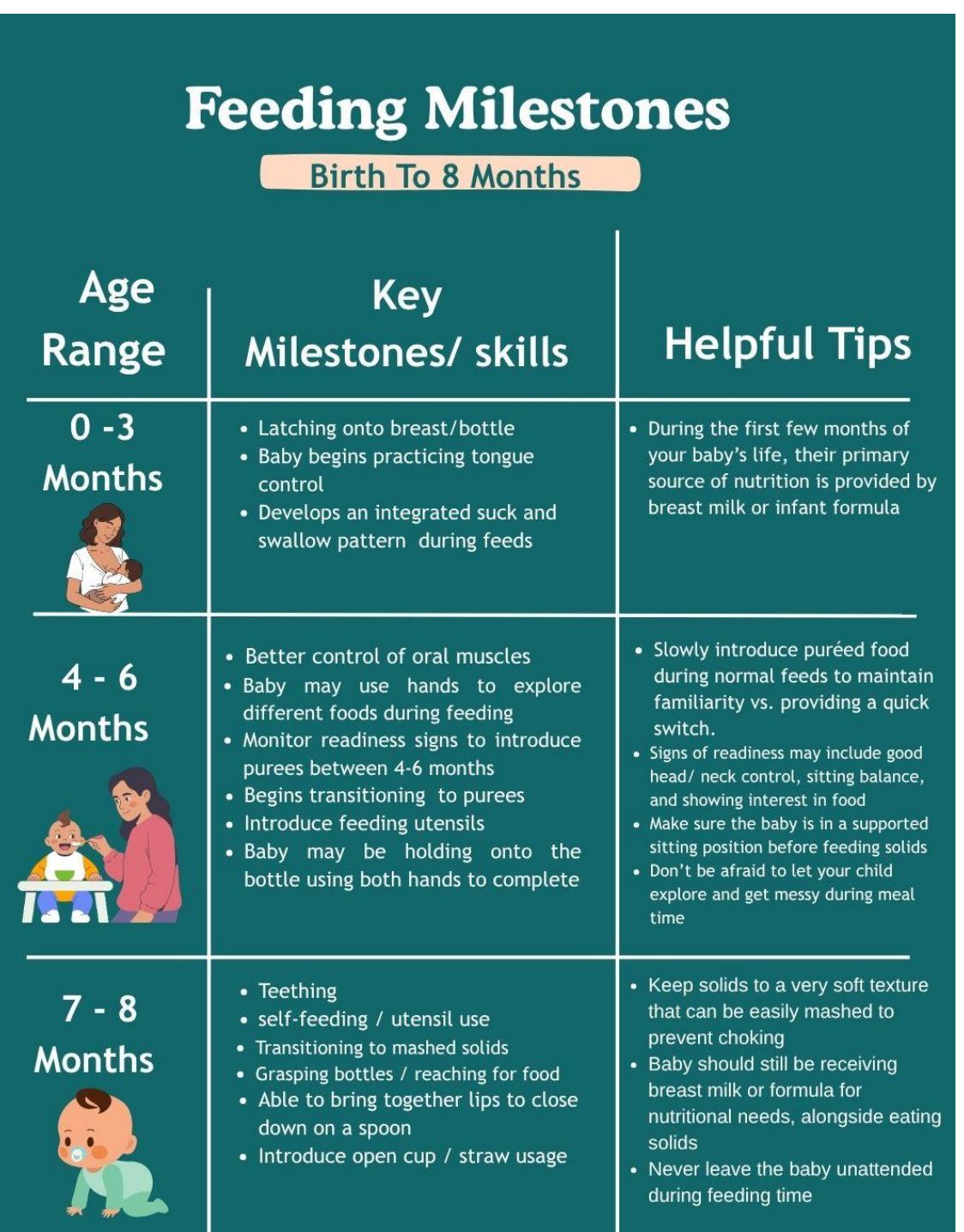
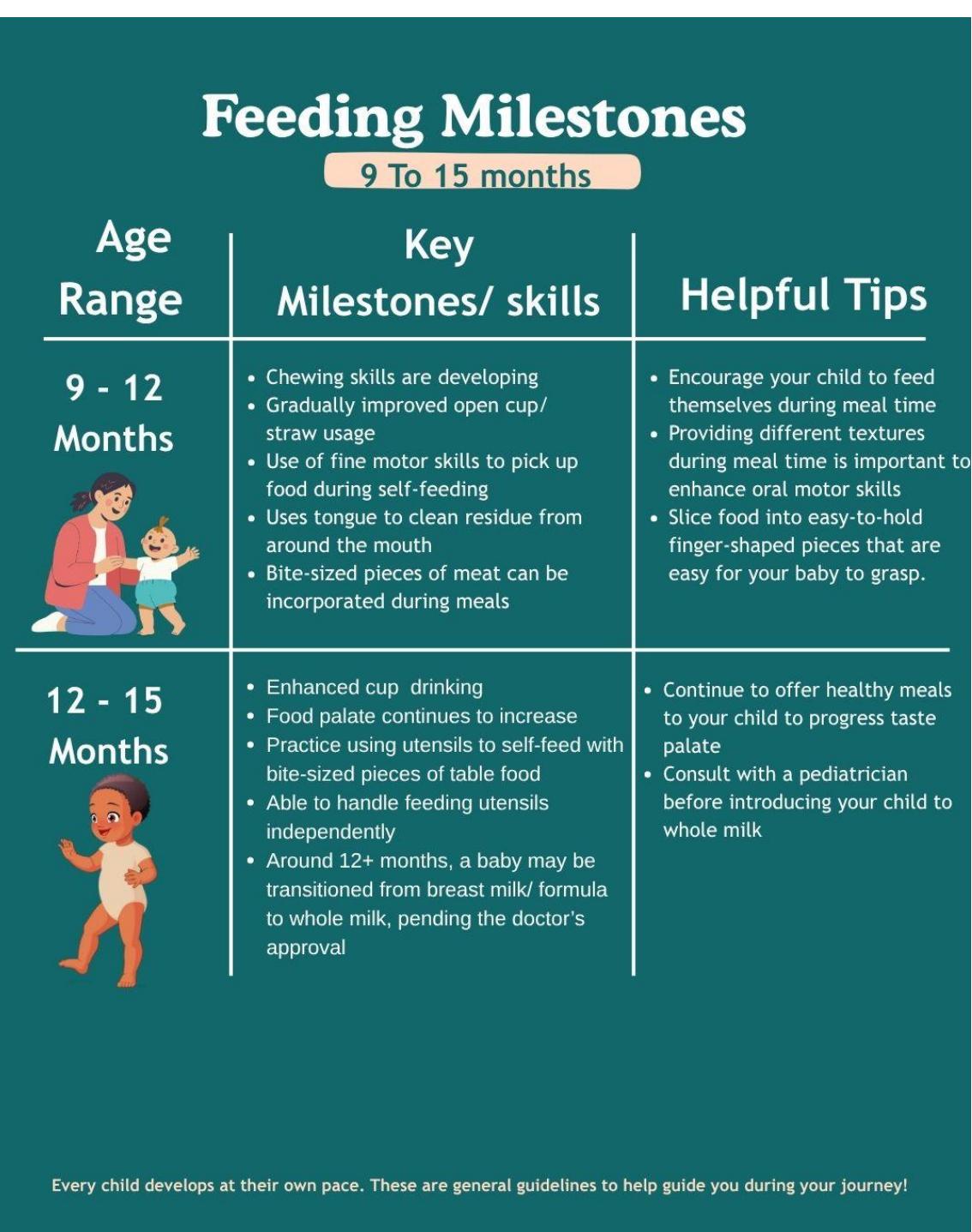


Fig. 2 Feeding Milestones 9 To 15 Months



Discussion

- Results support social media as a tool for providing feeding education to caregivers, especially when topics were visually clear and focused.
- Engagement remained consistent across the project suggesting a strong interest in feeding education throughout the targeted population.
- Data shows views counts for each post were significantly higher than the reach, showing that users re-reviewed content post multiple times.
- Simplifying complex feeding topics made content more user-friendly and easier for caregivers to engage and share content.

Discussion continued

- Findings support the value of occupational therapy in promoting developmentally appropriate feeding strategies and supporting consistent caregiver education.
- Engagement on social media post indicates that visual supports can enhance caregiver confidence and serves as a reliable source for reference.

Limitations

- Variability in caregiver literacy may have affected comprehensions of given information.
- Some mothers may have preferred infographics over extended blog content, which could have affected engagement.
- Two post were not reported affecting the accuracy of engagement tracking.

Future Directions

- Develop instructional videos to supplement content and enhance engagement across all platforms.
- Integrate caregiver trainings to support them in implementing strategies into their daily routines.

Conclusion

- Providing educational resources via virtual multimedia presentation increased reach and engagement within the targeted community.
- Findings suggest that providing readily accessible feeding resources to mothers increases their knowledge and supports their confidence in pediatric feeding.
- Program demonstrates potential for ongoing research and future expansion to benefit a more diverse population.

References

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