



The successful factors of Swedish and Norwegian breastfeeding interventions programs as inspiration to promote breastfeeding internationally - presentation of the future joint project between Sweden and Norway

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Findings from international research as well as from Sweden show that breastfeeding is important for infant health. Further there are still needs to continuously invest on the society level to promote the breastfeeding. Working together in international research collaborations can empower all partners involved.

The projects' aims are to describe the successful factors of Swedish and Norwegian breastfeeding interventions programs on national level, and to elucidate the present situation and background of the present low rates of breastfeeding. Further the aim is to develop the Nordic breastfeeding model.

Data will be collected between September and December 2013 by individual and focus group interviews with obstetricians, midwives, district nurses, paediatricians and voluntary breastfeeding advisers in both countries. Further the outcomes from the interviews will be used to creation of the questionnaire that will be tested and power analysis performed during the spring at 2014.

The findings will be used to promote breastfeeding and inspire other countries spatially high-income countries to focus on the benefits and importance of the breastfeeding to infant's health.

Keywords: breastfeeding, promotion, successful factors, Norway, Sweden

The short paper and presentation would fit in the key theme Maternal and Child Health of the congress.

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