

Construction of an Booklet on Breast Care During Breastfeeding: Experience Report

Construção de uma Cartilha Sobre Cuidados com as Mamas Durante o Aleitamento Materno: Relato de Experiência
Construcción de un Folleto Sobre el Cuidado de la Mama Durante la Lactancia Materna: Reporte de Experiencia

RESUMO

Objetivo: Retratar a vivência acadêmica na construção de uma cartilha educativa com orientações e cuidados com as mamas durante a amamentação. **Método:** Estudo descritivo, na modalidade relato de experiência, realizada entre setembro e dezembro de 2023. A elaboração da cartilha ocorreu nas seguintes etapas: 1) revisão integrativa; 2) leitura e seleção dos trabalhos científicos; 3) diagramação da cartilha; 4) aplicação do questionário de opinião aos profissionais; e 5) divulgação da cartilha. **Resultados:** O conteúdo apresentado de forma acessível inclui orientações práticas e ilustrações que se alinham ao tema da amamentação: importância, fissuras mamilares, cuidados e higiene dos mamilos, técnicas adequadas de amamentação, cuidados com as mamas, posicionamento e pega do bebê e, ordenha manual. **Conclusão:** A construção do material reforçou a convicção sobre o papel crucial do enfermeiro como facilitador de informações e apoio durante a maternidade, transformando a cartilha em um instrumento prático para a promoção da saúde materna.

DESCRIPTORIOS: Educação em Saúde; Amamentação; Puerpério; Enfermagem; Tecnologia Educacional.

ABSTRACT

Objective: To portray the academic experience in the construction of an educational booklet with guidelines and care for breasts during breastfeeding. **Method:** Descriptive study, in the form of an experience report, carried out between September and December 2023. The booklet was prepared in the following stages: 1) integrative review; 2) reading and selection of scientific papers; 3) layout of the booklet; 4) application of the opinion questionnaire to professionals; and 5) dissemination of the booklet. **Results:** The content presented in an accessible way includes practical guidelines and illustrations that align with the theme of breastfeeding: importance, nipple fissures, nipple care and hygiene, adequate breastfeeding techniques, breast care, baby positioning and latching, and manual expression. **Conclusion:** The construction of the material reinforced the conviction about the crucial role of the nurse as a facilitator of information and support during motherhood, transforming the booklet into a practical instrument for promoting maternal health.

DESCRIPTORS: Health Education; Breastfeeding; Puerperium; Nursing; Educational Technology.

RESUMEN

Objetivo: Retratar la experiencia académica en la creación de una cartilla educativa con orientaciones y cuidados sobre los senos durante la lactancia materna. **Método:** Estudio descriptivo, en forma de relato de experiencia, realizado entre septiembre y diciembre de 2023. La cartilla se elaboró en las siguientes etapas: 1) revisión integradora; 2) lectura y selección de trabajos científicos; 3) maquetación del folleto; 4) aplicación del cuestionario de opinión a los profesionales; y 5) difusión del folleto. **Resultados:** El contenido presentado de forma accesible incluye pautas prácticas e ilustraciones que se alinean con la temática de la lactancia materna: importancia, pezones agrietados, cuidado e higiene del pezón, técnicas adecuadas de lactancia, cuidado de los senos, posicionamiento y agarre del bebé, y ordeño manual. **Conclusión:** La construcción del material reforzó la convicción sobre el papel crucial de la enfermera como facilitadora de información y apoyo durante la maternidad, transformando la cartilla en un instrumento práctico para la promoción de la salud materna.

DESCRIPTORIOS: Educación para la salud; Amamantamiento; Puerperio; Enfermería; Tecnología Educativa.

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INTRODUCTION

Human milk is a natural and nutrient-rich food and it is recommended that it be consumed exclusively during the first six months of life, which is essential for a child to grow up healthy. Knowing its importance, the practice of breastfeeding should be encouraged by health professionals during a woman's pregnancy and especially after childbirth⁽¹⁾.

It is known that breastfeeding is influenced not only by the mother's desire, but also by the social environment in which the mother is inserted⁽²⁾. The lack of adequate guidance on breastfeeding, the emotional state of the mother and the absence of support can leave mothers feeling insecure and less inclined to continue breastfeeding. In addition, the appearance of complications, such as mastitis and nipple cracks, as well as health complications in the baby, such as reflux, food aller-

gies or sucking difficulties, can make it difficult to continue breastfeeding, negatively impacting the experience for both mother and baby⁽³⁾.

Understanding these challenges and understanding breastfeeding in the sociocultural and family context is crucial. In this way, health professionals can implement support and education strategies that promote a successful breastfeeding experience. Alongside this, it is clear that women need to be given guidance from prenatal care onwards, as the information received during this period contributes to the decision to breastfeed and the length of breastfeeding⁽⁴⁾. Health education is therefore seen as a fundamental tool for promoting breastfeeding⁽⁵⁾.

In this context, Primary Health Care (PHC) is the gateway to health services in the Unified Health System (SUS), and among these services is the monitoring of women during prenatal and postpartum care, thus playing an

essential role in promoting preventive practices, ensuring a more comprehensive preparation for breastfeeding⁽⁵⁾.

Given the above, and understanding the role of health professionals, especially nurses, in supporting and encouraging the practice and maintenance of breastfeeding (BF), we realized the need to create a booklet with information and guidance that meets the needs of women during the breastfeeding process. The aim of this study was therefore to report on the experience of creating a booklet on breast care during breastfeeding.

METHOD

This is a descriptive study, in the form of an experience report, which proposed the production and dissemination of a technology, in the form of an educational booklet, which provides information and guidance on breast care during breastfeeding.

This study is the product of an



intervention project drawn up by an undergraduate nursing student at a Federal Institute of Education for the "Supervised Curricular Internship" curricular component. The activity was carried out in a Basic Health Unit in a municipality in the southwest of Paraná, in May and June 2023.

The need to create an educational booklet was prompted by the nurse's observation of guidance on breastfeeding management during prenatal consultations. These guidelines were far removed from the socio-cultural context of the pregnant woman and lacked comprehensive information, as well as requiring a greater coverage of subjects that did not have enough time to be covered during the appointments.

The perception of the need for guidance was intensified during home visits, especially in the postpartum period. It was noted that the mothers had limited knowledge about breastfeeding, reporting a lack of knowledge or information. These experiences highlighted the gaps in guidance on breast care and breastfeeding during prenatal care.

The booklet was produced between September and November 2023, following a number of stages: a literature survey; selection of content; selection of illustrations; preparation of the booklet; approval and dissemination of the material to health professionals.

The bibliographic survey for the booklet sought to answer the following guiding question: 'What evidence is available in the literature that addresses guidance on breast care management during the breastfeeding period?'. To this end, we searched for scientific articles in the databases of the Virtual Health Library Brazil - VHL, using the Controlled Descriptors in Health Sciences (DeCS): "Breastfeeding", "Health Education" and "Breasts", using the Boolean operator AND, in the search period between 2018 and 2023.

In addition to the articles, we searched for complementary materials, such as primers and Primary Care booklets: Breastfeeding Manual from the Brazilian Federation of Gynecology and Obstetrics Associations (FEBRASGO); Child Health Care Handbook: Breastfeeding, from the Paraná State Health Department and; Primary Care Handbook: Breastfeeding and Complementary Feeding, from the Ministry of Health.

The content covered in the booklet was divided into topics: the importance of breastfeeding, nipple cracks, breast care, positioning and latching on, and manual milking. It should be noted that the scientific language was adapted to make it more appropriate for the target audience.

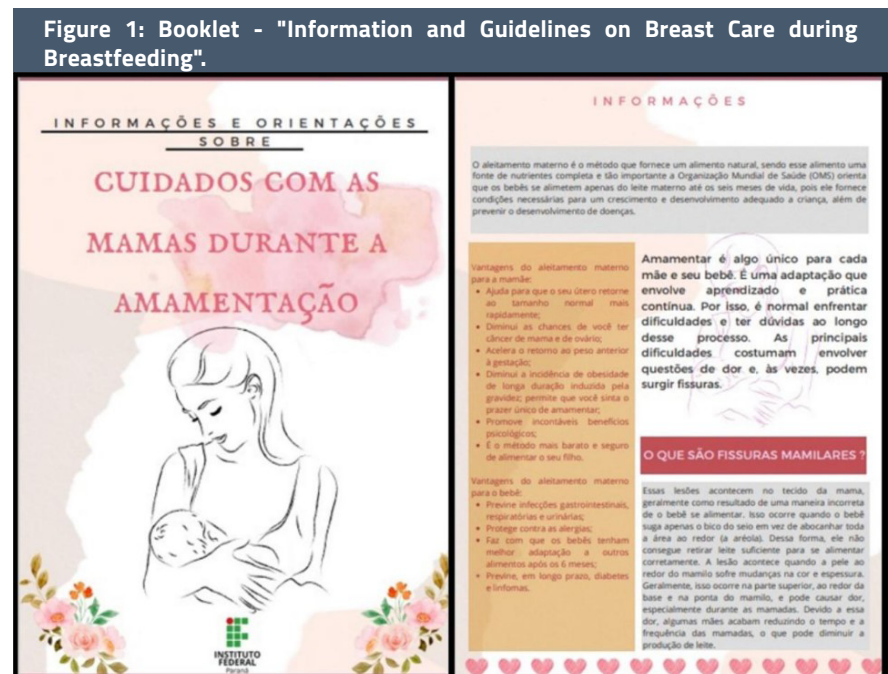
After surveying the literature and organizing the data, the process of selecting the images and illustrations that would make up the material began, and images were selected from the Dr. Waldemar Alcântara General Hospital Breastfeeding Booklet⁽⁶⁾. The booklet's design was created on the Canva® website, taking into account the booklet's visual identity so

that it would be captivating and aesthetically pleasing.

In the final stage of approving and disseminating the booklet among health professionals, we initially sought the opinion of the team members - nurses, doctors and community health workers. Specific points of the booklet were discussed, such as objectives, structure, presentation and relevance. After making the necessary adjustments, the booklet was widely disseminated among professionals for use during prenatal and postnatal consultations and home visits.

RESULTS

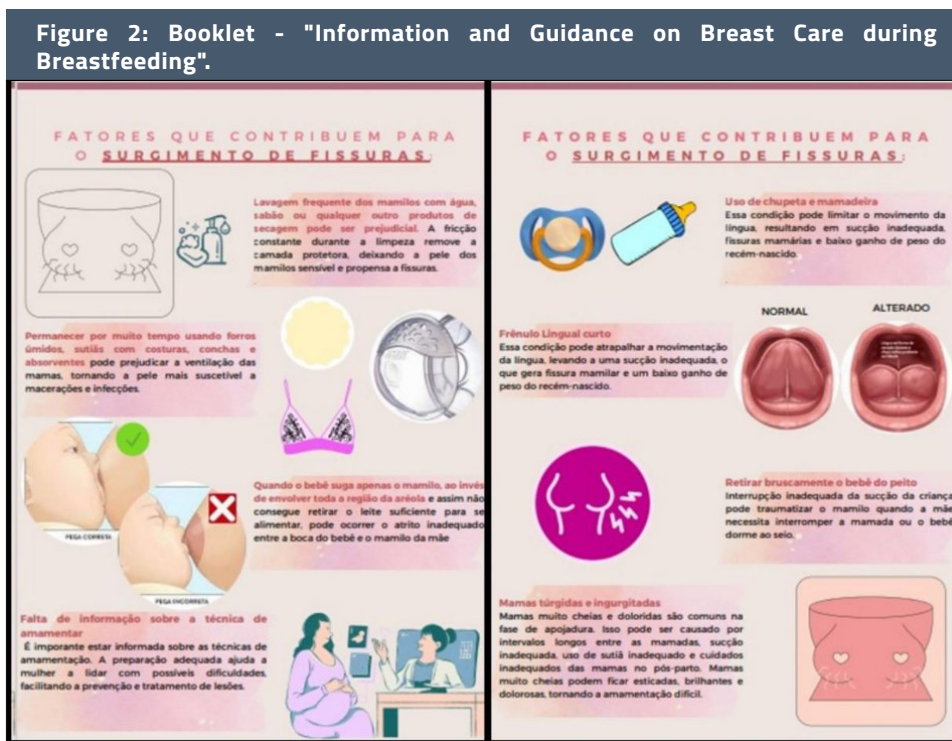
The production of the booklet "Information and Guidance on Breast Care during Breastfeeding" resulted in a 13-page material, organized as follows: the first page highlights the title, accompanied by an illustration that symbolizes the beauty and importance of this act, as shown in Figure 1. The second page features the author's name and her educational institution.



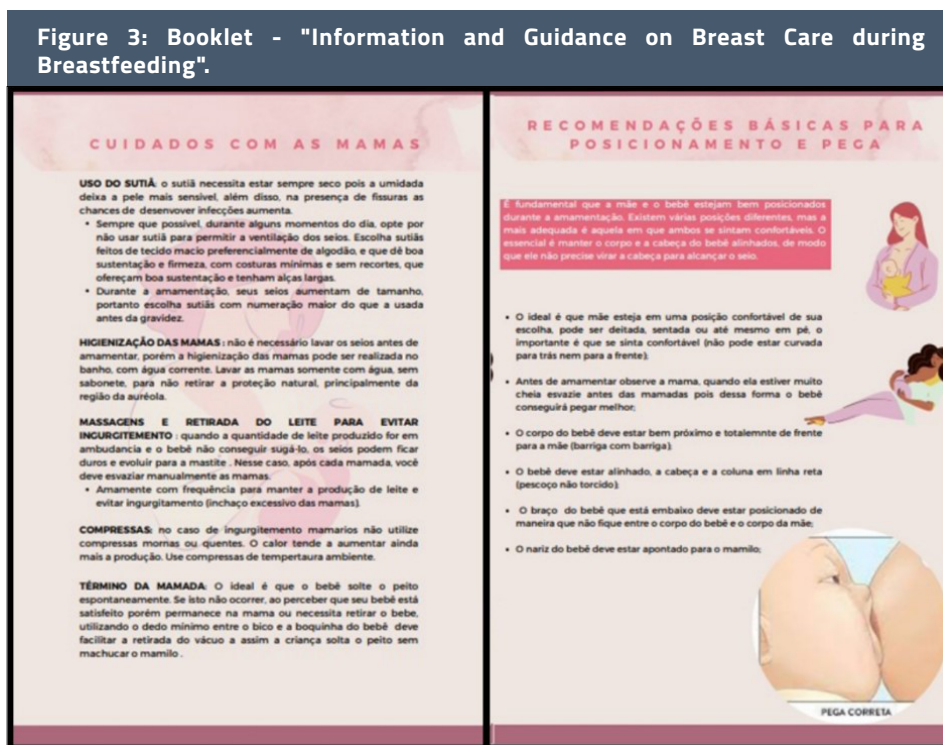
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Next, the booklet discusses the importance of breastfeeding, followed by detailed information on nipple cracks (Figure 1) and the triggering factors (Figure 2).



The booklet also covers breast care (Figure 3), proper positioning and latch-on (Figures 3 and 4).



At the end, there is information on manual milking (Figure 4), providing step-by-step guidance and highlight-

ing the benefits of this practice for mothers and health professionals.

cial, economic, cultural and emotional factors that end up having a negative influence on the implementation and duration of breastfeeding⁽⁷⁾. A study carried out with mothers who were breastfeeding showed that although they were aware of the importance of exclusive breastfeeding, there were challenges to its implementation, including breast cracks, engorgement, mastitis and correct latch-on, as well as social pressures and myths about breastfeeding⁽⁸⁾.

With regard to guidance for mothers, studies show that this focuses on the management of breastfeeding in the baby's first months, covering highly relevant topics such as the correct latch, the benefits for the couple, the ideal time for exclusive breastfeeding and some breast care⁽¹⁰⁾. On the other hand, studies show that there is often a lack of specific guidance on the practice of breastfeeding, and that it is necessary to improve the frequency and quality of the information provided⁽¹¹⁻¹³⁾.

The prior knowledge of mothers-to-be is a factor that can facilitate the implementation of breastfeeding, as well as the support of the network, partner and family and health professionals, especially nurses⁽⁸⁾.

Against this backdrop, the importance of health professionals who care for mothers and babies stands out. It is not enough for them to understand the benefits of breastfeeding for the child and the mother, but it is also essential that they are properly trained to provide effective guidance on preventing and managing the main challenges that may arise during the breastfeeding process. In addition, it is suggested that primary healthcare services offer more comprehensive information to pregnant women and mothers, addressing the benefits and management of breastfeeding. However, in order to achieve this goal, it is essential to direct specific investments towards training health workers who

Figure 4: Booklet - "Information and Guidance on Breast Care during Breastfeeding".



An A5 sheet format was chosen, with colors and configurations suitable for printing. The font sizes were chosen between 12 and 58 to make it easier for the target audience to read.

Most of the health professionals' opinions about the booklet were positive, but there were suggestions about the structure and presentation, indicating that the language should be simplified and the number of pages reduced, which were addressed in the final revision.

DISCUSSION

Breast milk is the best food for babies, and the World Health Organization (WHO) recommends exclusive breastfeeding for the first six months of a child's life and complementary breastfeeding for up to two years or more. It provides nutrients needed for protection and healthy growth, and has the potential to reduce the risk

of overweight and obesity, helping to combat non-communicable diseases caused by obesity, such as diabetes⁽⁷⁻⁸⁾.

Breastfeeding for six months or more also helps to reduce the risk of childhood leukemia, the death of babies from sudden infant death syndrome, and prevents diarrhea and acute respiratory infections. In addition to these benefits, it helps to strengthen the emotional bonds between mother and baby⁽⁷⁻⁸⁾.

In this sense, the timely start of breastfeeding, preferably within the first hour of life, is one of the key points for adequate feeding practices, as well as contributing to the continuation of breastfeeding⁽⁹⁾. Encouraging breastfeeding and supporting breastfeeding adherence are therefore fundamental and should begin with pregnant women during prenatal care⁽⁸⁾.

It is known, however, that early weaning is a reality and is made up of a series of factors, such as biological, so-

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interact with women during the gestational and puerperal periods⁽¹¹⁻¹³⁾.

Thus, educational materials play a crucial role in health education, offering wide-ranging benefits. They provide accessibility and availability, making complex information more understandable through visual aids and promoting awareness of health issues. These materials empower individuals, promote disease prevention, aid treatment adherence and reduce stigmas and myths. In short, they are essential tools for a healthier and better-informed society⁽¹⁴⁾.

“ The implementation of tools to promote breastfeeding, with a focus on infant care, can make a significant contribution to improving breastfeeding rates and, consequently, reducing infant morbidity and mortality. ”

The use of educational technologies stands out as an accessible and low-cost alternative for raising awareness among the population. In addition, these tools are easy to read, serving as a reference in doubtful situations and facilitating day-to-day decision-making⁽¹⁵⁾.

With this work it was possible to develop educational material that meets the needs and reality of the service, the professionals and the women who are breastfeeding, making it an important care tool.

This work has some limitations, including the small number of articles selected to build the theoretical framework; the lack of time to carry out the research during the supervised internship; and the need for additional research with the target audience to comprehensively evaluate the effectiveness of the educational material.

The booklet, initially an academic project, became a tangible vehicle for promoting maternal health among the unit's health professionals. The construction of technologies among nursing students proved to be a health education tool that allows access to information at a low cost and with a high level of effectiveness, and contributes to the training of a critical-reflective professional.

CONCLUSION

The experience of actively participating in the development of an educational booklet on breast care and breastfeeding proved to be an enriching and transformative chapter in her journey as a nursing student. This project challenged her theoretical understanding and allowed her to put into practice the knowledge she had acquired during the course.

Throughout this process, the author witnessed first-hand the power of health education, expressed in the pages of the booklet. The in-depth research, intense reading of content and

interdisciplinary collaboration needed to create accurate and accessible content highlighted the complexity of the world of maternal care. Each page of the booklet represented an opportunity to translate technical information into clear, empathetic messages adapted to the target audience.

The interaction with pregnant and breastfeeding women and their families during the development of the booklet provided a unique perspective. Their stories, questions and concerns guided the approach, making the booklet informative, relevant and empathetic. The importance of listening to and understanding women's needs during this crucial period became clear. In addition, the ethical responsibility to provide accurate, evidence-based information broadened their understanding of the impact of health education, promoting healthy habits and strengthening women's confidence in their maternal journey.

The content of the booklet is not intended to replace verbal instructions; on the contrary, it seeks to reinforce the nurse's recommendations, encouraging more active participation by patients in their self-care. It is important to note that the material presented requires continuous revision and updating, in line with scientific innovations and the emerging needs of the target audience.

This experience consolidated her conviction about the role of nurses as facilitators of information and support during maternity. The booklet, initially an academic project, became a tangible vehicle for promoting maternal health. This challenging and rewarding journey, from conception to the materialization of the booklet, shaped her practical understanding of nursing and reinforced the relevance of health education in promoting a healthy and empowered motherhood.

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