INTRODUCTION
World Health Organisation - breastfeeding has a range of benefits for mother and baby.

Breastfeeding rates in Wales are very low only one percent of Welsh women exclusively breastfeeding their babies for six months.
RESEARCH QUESTIONS

Intergenerational infant feeding practices
Constructions of ‘acceptable motherhood’
PARTICIPANTS

Six new mother and grandmother dyads (N12)
METHODOLOGY

Visual Artefacts
Interviews
Experiences of infant feeding
Role of health services
Role of family
Role of outside others
FINDINGS - INTERGENERATIONAL PATTERNS

No direct intergenerational relationship between mother and grandmother feeding practices
FINDINGS — MATERNAL SUPPORT IMPORTANT
FINDINGS - POLICING PREGNANCY
FINDINGS — BOTTLE FEEDING, MEDIATION, STIGMA
FINDINGS — BREAST FEEDING DIFFICULTIES

Medical complications
Pain not discomfort
Lack of ‘realistic’ knowledge
Work commitments
Weights and measures
FINDINGS — POLICING BREAST FEEDING LIFESTYLE
FINDINGS — POLICING BREAST FEEDING STIGMA
BREASTFEEDING – LACK OF FACILITIES
FINDINGS — MIXED QUALITY OF ADVICE/SUPPORT
SUMMARY – MORAL MAZE OF MOTHERHOOD
PUBLISHING THE DATA
Thank you for listening!
QUESTIONS