



The impact of breastfeeding promotion campaigns in the context of human milk donation

O impacto das campanhas de promoção do aleitamento materno no contexto da doação de leite humano

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ABSTRACT

Human milk is the first and safest food for newborns (NB), being offered exclusively until the sixth month of life, as it is rich in proteins and nutrients that meet all the needs of this NB. Although it brings benefits to both the breastfeeding mother and the infant, in some cases there are mothers who are unable to breastfeed their children with their own milk due to certain factors. Thus, the human milk bank (HMB) is of great importance to these newborns, because through it occurs the collection, processing and distribution of milk donated by other nursing mothers. In view of this importance, Law No. 13,435, of April 12, 2017, was instituted, which decrees the month of August as a month alluding to the importance of breastfeeding, and which consequently has an impact on the promotion of milk donation. This study sought to make a comparison of the collection of donated human milk during the month of August, which is a campaign month, and September, which is a month without a campaign, in order to identify the volume donated to a reference milk bank in the State of Pará, and was accepted by the Research Ethics Committee of the University of the Amazon by CAAE: 51161621.1.0000.5274. The results were very expressive in 18.67% (41,215ml) more collection in the month of August, with the collaboration of five categories that



collect this milk, which are: Route, maternal, donation, center, and maternity hospitals. The study showed the importance of the campaign that promotes health, considering that donated human milk saves lives, and seeks to sensitize the population about the act of breastfeeding and donating, always seeking support and encouragement for this gesture.

Keywords: Breastfeeding, Human milk bank, Health promotion.

1 INTRODUCTION

Human milk is the first option for feeding newborns, the best and most efficient source of nutrition, especially when offered exclusively until the sixth month of life (ABREU, et al. 2017).

Among the benefits of breastfeeding (BF), the supply of nutrients, promotion of antibodies, and better structural and intellectual development stand out for the infant, while for the mother it helps in the lower incidence of certain diseases (RAIOL, et al. 2021; VICTORA ET AL, 2016). By feeding her baby breast milk, the mother contributes to accelerating the process of regression of the uterus after childbirth, reducing the bleeding that occurs after birth (RAIOL, et al. 2021; VICTORA ET AL, 2016).

In addition, this practice also extends the interval between one pregnancy and another, in addition to reducing the chances of developing breast cancer, ovarian cancer, and diabetes (RAIOL, et al. 2021; VICTORA ET AL, 2016). This source of nutrients helps decrease the number of babies who develop conditions such as urinary tract infections, allergies, diarrhea, obesity, and respiratory disorders. This happens due to the presence of essential nutrients, such as vitamins, minerals, fats, sugars and proteins, as well as substances and maternal cells that act as antibodies against infections (MS, 2009).

Despite the benefits of this act, there was a decrease in the adoption of breastfeeding at the end of the nineteenth century, because of convictions about breastfeeding, women's participation in the labor market, hospital practices that discouraged free breastfeeding, the industrialization of products and the emergence of needs created through marketing strategies used by artificial food manufacturers and distributors. had a significant impact on the infant mortality rate (BRASIL, 2017). From that moment on, several initiatives were developed to promote breastfeeding, based on public policies, as one of the main strategies to reduce infant morbidity and mortality.

2 OBJECTIVE

This study aims to verify the impact of breastfeeding promotion campaigns in the context of human milk donation.

3 METHODOLOGY

This is an observational, descriptive, quantitative study using secondary data from the spreadsheets of the entry of expressed Human Milk in a reference milk bank in the State of Pará.

These data correspond to the months of August and September 2021. It is part of a broader research project whose project was submitted to and accepted by the Research Ethics Committee of the University of the Amazon by CAAE: 51161621.1.0000.5274. In addition, the researchers previously requested authorization from the HMB along with the Data Use Consent Form, and requested waiver of the Informed Consent Form.

In addition, the following were used as a database to elaborate the theoretical framework: SciElo, VHL, and Science Direct. Through the evaluation of the records, it was possible to identify the volume of milk that entered the bank during these two months and make a comparison. The following categories were counted: Route, maternal, center, donation and maternity hospitals, as shown in Table 1. Secondary data from HMB, LHO collected internally, and externally at the Milk Bank's facilities were used.

The inclusion criteria used were to use only human milk data, within the expiration date of the same and duly registered in this milk bank.

The *Microsoft Excel program (2007)* was used to count all the data collected and obtain a concise result, and the *Bioestat software, version 5.3*, using the Chi-square independence test, where the month variable was associated with the variable of the category from which the collection originated.

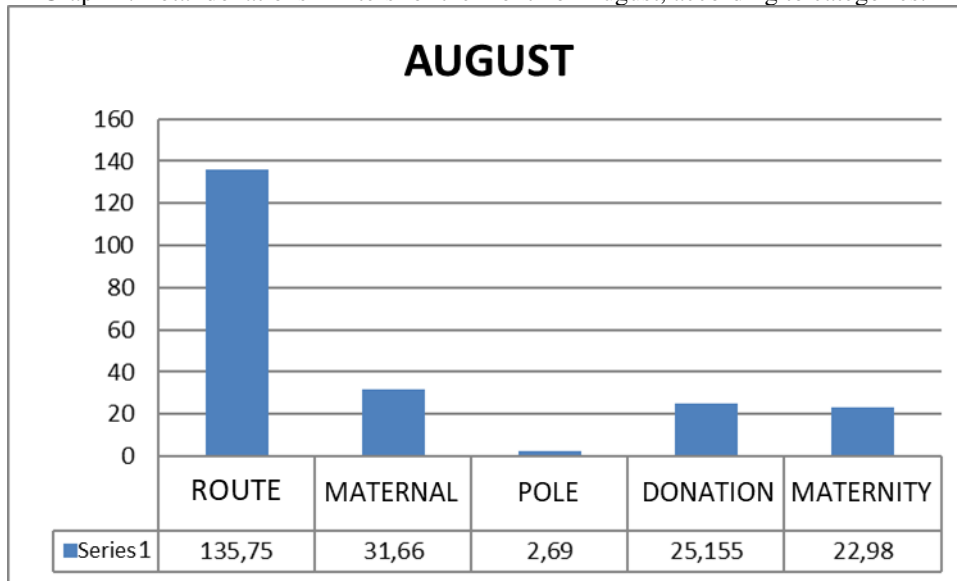
Table 1 - Description of the categories that collect Human Milk at the HMB.

Category	Category description
Route	Home capture with support from firefighters.
Maternal	Internal capture targeting the breastfeeding woman's own newborn as the receptor
Pole	Strategic locations within neighborhoods where nursing mothers can donate
Donation	Donation that is made within the HMB itself in a specific room or treatment in beds with the guidance of a trained professional
MATERNITY	Partner hospitals that contribute to the collection in order to promote quality control of milk expressed in their facilities

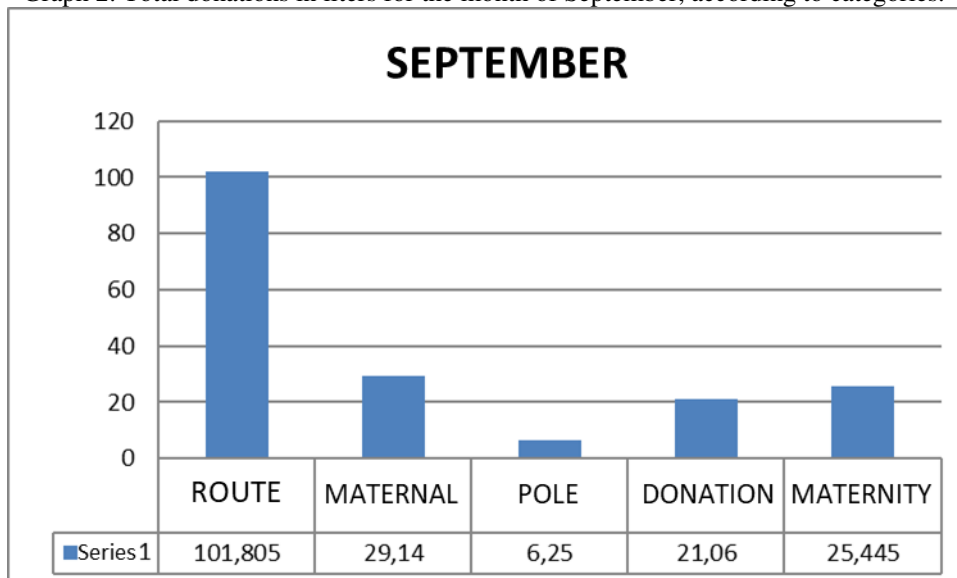
4 RESULTS

The spreadsheets observed for the months of August and September 2021 considered a daily monitoring of human milk intake, except for weekends and holidays. And the following results were obtained:

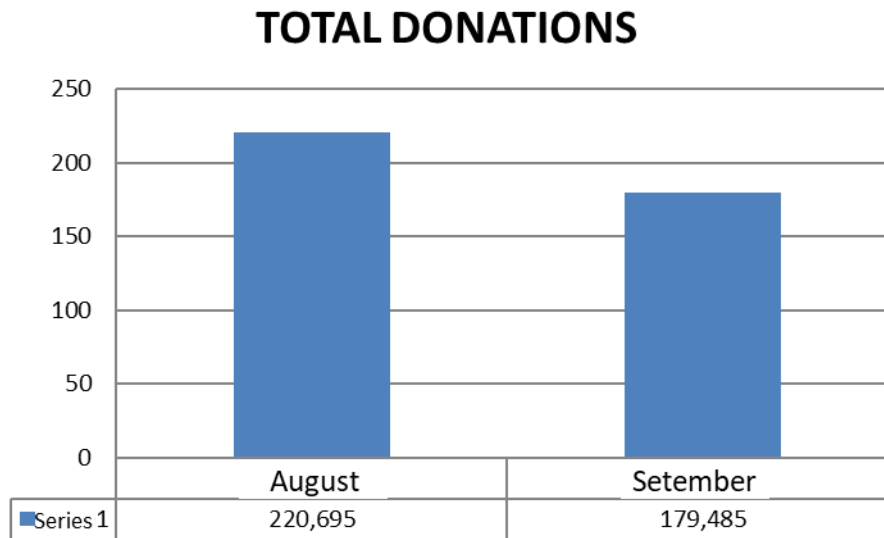
Graph 1: Total donations in liters for the month of August, according to categories.



Graph 2: Total donations in liters for the month of September, according to categories.



Graph 3: Total donations in liters in August and September



Through the analysis of the graphs, it was possible to identify a higher collection in the month of August with the entry of 220,695 ml of milk, compared to the month of September, which had 179,485 ml, resulting in 41,215 ml less than the month of the campaign. Although the highest inflow of human milk donation was during the month of August, it can be observed that the category of Rota and maternity hospitals had their highest rate of donation in September, these results reflect the campaigns to promote breastfeeding during this period.

5 DISCUSSION

Breast milk donation is a voluntary act, which can be performed by healthy nursing mothers who have excess milk production, or beyond the normal needs of the child, and an act that can benefit many newborns (BRASIL, 2008).

With this, the national campaign known as "Golden August" was created, which takes place throughout the month of August in allusion to the month aimed at intensifying intersectoral actions to raise awareness and clarify the importance of breastfeeding, which consequently influences the increase in attracting donors to the milk bank (MENEZES *et al.*, 2021).

These campaigns promote health and were instituted by Law No. 13,435, of April 12, 2017 (BRASIL, 2017). There is also the month of May, which is a month alluding exclusively to breast milk donation, where actions are carried out aimed at collecting milk and donors in accordance with national legislation (Law No. 13,227, 2015) and which emphasizes the 19th of May as the World Day of Breast Milk Donation (BRAZIL, 2015).

The data presented here corroborate what was reported by Soares *et al.* 2022 in which they



confirmed that the actions carried out during the month had a positive impact on the collection of breast milk in this period in the state of Rio Grande do Norte, where they address the importance that the actions have with the production of playful materials, lectures, training and even certifications. However, there was only a record of improvement in the amount of funding and not in the amounts.

The importance of breastfeeding promotion campaigns is so high that they are even capable of reversing the uptake data in months, which historically have very low values. For example, Furtado et al. (2022) reported that in their studies carried out at the University Hospital of Curitiba during the month of July, they presented rates with higher milk uptake with 182 liters of milk out of a total of 1661 liters collected during the year. The interesting thing is that the month of July is considered a month with low collection, due to the school vacation period and many donors are not so present in the donation centers, as well as in their own homes.

Silva et al. 2022 bring to light the reality of some banks throughout Brazil, in view of the large number of births per day, even with the golden August campaigns, the reality of registered donors was only 25 women, a number well below what is considered ideal since 100 donors would be the minimum amount to meet the demands.

6 CONCLUSION

This study presents a positive balance in the impact recorded during milk collection in the campaign month, however, it is often not enough to meet the needs of the milk bank, especially when it is linked to a large maternity hospital. And, demonstrably, the actions carried out for fundraising play a fundamental role in ensuring a constant improvement in the number of donors.



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