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The Development and Piloting of an eHealth Breastfeeding Resource Targeting Fathers and Partners as Co-parents

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Introduction

Due to the health promoting effects of breastfeeding for infants and mothers (Bartick & Reinhold, 2010) leading health authorities recommend infants be exclusively breastfed for the first six months of life with the continuation up to and beyond 2 years of age (Health Canada, 2014; Eidelman et al., 2012; World Health Organization & UNICEF, 2003). Breastfeeding rates remain suboptimal despite this recommendation, suggesting the need for innovative strategies to address this longstanding clinical issue. In our health region located in Southern Ontario, Canada, exclusive breastfeeding rates are lower than the provincial (25\%) and national rates (26\%) (Goinet, 2015) and 36\% of mothers in this region have weaned by 6 months (XXX, 2016). In Canada, many breastfeeding supports are government funded, for example support from health care providers (midwives and physicians), breastfeeding clinics, some breastfeeding support groups and Canadian Prenatal Nutrition Program mothers’ groups. Additional supports
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