

POSTER

## **BODY IMAGE AND BREASTFEEDING SELF-EFFICACY: HOW IS THIS MODERATED BY PARTNER SUPPORT?**

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### **ABSTRACT**

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The WHO (2023) recommends exclusive breastfeeding for the first 6 months of an infant's life, however less than half of children under 6 months are exclusively breastfed. There are numerous difficulties parents may experience when breastfeeding, such as difficulties with latching and worrying about milk supply (NHS, 2023). To overcome this, parents need breastfeeding self-efficacy - confidence in their ability to breastfeed (McGovern et al., 2024). There are numerous variables that can have an impact upon breastfeeding self-efficacy, including partner support and body image. This study aimed to explore whether perceived level of partner support moderates the effect body image satisfaction has on breastfeeding self-efficacy, alongside addressing the lack of research studying specific behaviours that may be supportive to breastfeeding parents. Participants ( $n = 124$ ) completed an online Qualtrics survey that consisted of three questionnaires - Body Image-Acceptance and Action Questionnaire (Sandoz et al., 2013); Adapted Postpartum Partner Support Scale (Dennis et al, 2017); and Breastfeeding Self-Efficacy Scale Short Form (Dennis, 2003) - and 5 short-answer questions about support and body image. A moderated regression analysis was completed on this data, finding no significant effect; however, a regression-based mediation model was then used and found full mediation. Therefore, higher levels of perceived partner support, promoted by body image satisfaction, indirectly accounts for higher breastfeeding self-efficacy scores. Qualitative analysis is still undergoing. This study aims to inform the idea that more education is needed to families in order to increase confidence in breastfeeding.