

by

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Title:

Use, awareness, and perception of commercial discharge pack (bounty bag) distribution, in a sample of Midland Health Board service users.

Aim:

The aim of this project was to obtain baseline data on the distribution of Bounty bags to mothers attending the Health Centre in Mullingar, and to ascertain mother's perception of these bags and their contents.

Objectives:

- To ascertain the number of Bounty Bags distributed in the sample.
- To discover whom, the mother feels, has responsibility for distribution of these bags.
- To determine the number of mothers who realised the existence of the Department of Health's; Child Health Record Book and leaflets in the bag, and of these, the number who brought this book to the clinic.
- To establish the number of mother's in the sample whose name and address was taken when they received the Bounty Bag, and to identify what their thoughts were with regard to the taking of these details.
- To rate how beneficial mother's felt the Bounty Bag was to them.
- To collate all data and perform a literary review on the distribution of Bounty Bags and their 'perceived effect' on breastfeeding rates.

Methods:

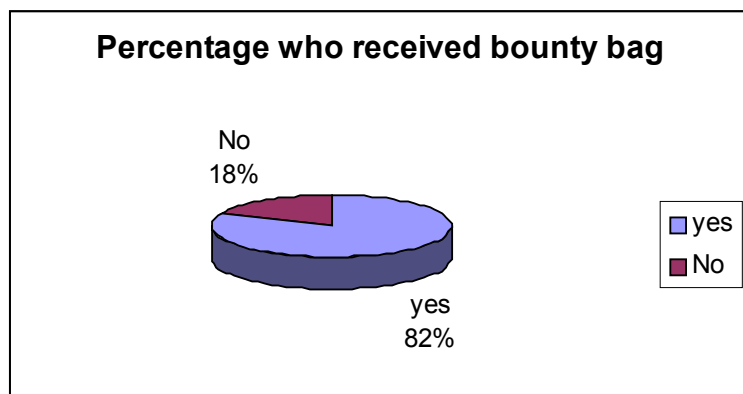
- Development of aims and objectives for the study.
- Creation of questionnaire for use by Public Health Nurse with mothers at clinic.
- Pilot of questionnaire (with 10 mothers) and redrafting of certain questions on reflection.
- Administration of questionnaire to a sample of 65 mothers in a clinic setting.
- Collection of questionnaires and input of data into Microsoft Excel.
- Statistics carried out using Microsoft Excel.

Results:

Bounty Bag distribution levels

When mothers were asked whether they received a bounty bag, 82% of the total sample said that they did indeed receive a bounty bag with only 18% saying that they did not.

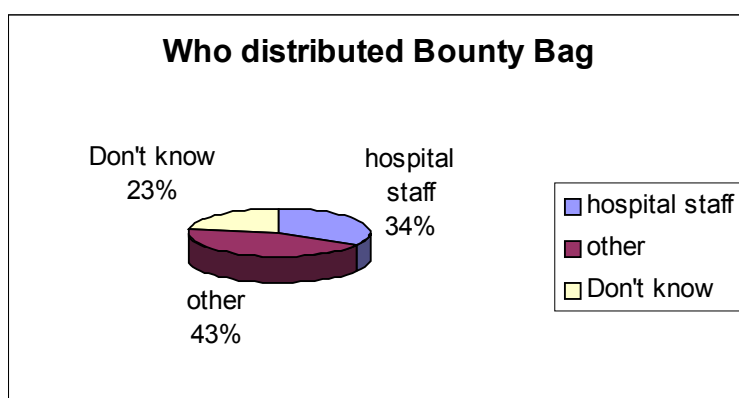
Figure 1 Q1 did you receive a bounty bag



Personnel distribution of Bounty Bags

As can be seen from figure 2, when mothers were asked from whom they had got the bounty bag, the majority, 43% said they had got it from an 'other', 23% said they did not know who had given it to them and 34% said that hospital staff had given them the bag. In essence, over 65% of those who got the bag did not know the person who gave it to them.

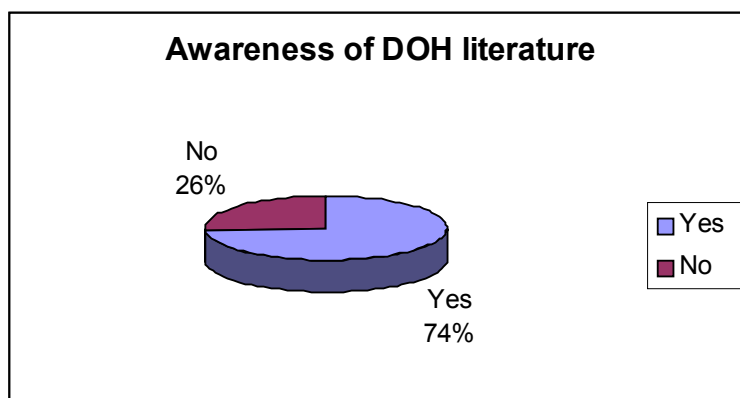
Figure 2 Q2 If you got a bounty bag who gave it to you?



Awareness and use of Bounty Bag contents

Seventy-four percent of the sample who got the bag stated that they were aware that the bag contained Department of Health Leaflets and the Child Health Record Book, (figure 3).

Figure 3 Q3 Are you aware that the bag contains Department of Health leaflets and a Child Health Record book?



However, when asked did they bring the Child Health Record Book to the appointment, the vast majority (69.8%) had not brought it to the appointment (see Table 1).

Table 1 Q4 Have you brought the Child Health Record Book to clinic today? :

Answer	Number	%
Yes	16	30.2
No	37	69.8
total	53	100

Collection of personal details on distribution of bounty bags

As can be seen from figure 4, mothers who had received the bag were asked had their names been taken when they received the bag, and eighty-one percent said that yes, their names and addresses had been taken.

Figure 4 Q5a When you received the bounty bag was your name and address taken down? :

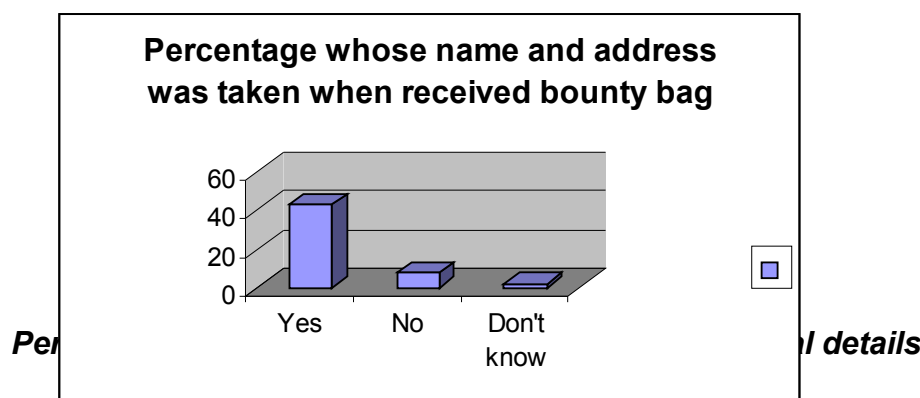


Table 2 shows the breakdown of answers given by mothers whose names and addresses had been taken. When asked what they believed their names had been taken for, over 31% did not know; over 20% thought it was for records; 18% believed it to be for advertising and a further 18% thought it to be for further information.

Table 2 Q5b If your name and address was taken, do you believe it was taken for:

answer	Number	%
records	9	20.5
advertising	8	18.2
free gift	3	6.8
other	2	4.5
don't know	14	31.8
further information	8	18.1
Total	44	100

Perception of bounty bag usefulness

As can be seen from Table 2, when mothers, who had received the bounty bag, were asked how beneficial they thought the bag was, most mother's (67.9%) commented that the Bounty Bag was 'very useful', while just over a quarter (26.4%) felt it was only of 'moderate use', and nearly 4% never opened the bag

Table 3 Q6 How beneficial is the bounty bag?:

Answer	Number	%
no use	0	0
moderate use	14	26.4
very useful	36	67.9
never opened	2	3.8
no answer	1	1.9
total	53	100

Discussion:

Commercial hospital discharge Packs, or 'Bounty bags', have traditionally been given to women in the hospital setting, when they have had their baby. In recent times this practice has come under increased scrutiny due the possible affect the contents of this bag may be having on the mother's choice regarding breastfeeding or bottle-feeding.

In a review of randomised control trials, it was shown that distribution of commercial discharge bags, with or without formula, appears to decrease the number of women who breastfeed exclusively at all times, but their use does not seem to have any effect on earlier termination of non-exclusive breastfeeding (Donnelly, et. al., 2000). Some studies have shown that the inclusion of a breast-pump rather than formula in the discharge pack increased the duration of exclusive breast-feeding (Dungy, et. al., 1992; Bliss, et. al, 1997). Whilst inclusion of formula in packs has been linked to decreased duration of exclusive breast-feeding (Snell, et. al., 1992) and increased introduction of supplementation in first six weeks (Bliss, et. al, 1997).

Research has also shown that use of research discharge packs, when compared to commercial discharge packs, led to an increase in the length of exclusive feeding post-partum; an increase in partial breastfeeding at 4 months post-partum and a delay in introduction of solids (Frank, et. al., 1987).

Infant feeding policies have been shown to be of benefit in increasing breastfeeding rates. A review of practice showed that where commercial discharge packs were allowed as part of a maternity ward routine they had an adverse effect on lactation performance (Perez-Escamilla, 1994).

Conclusions:

It would appear from this study that the distribution of commercial discharge packs in Hospitals in the Midland Health Board is high. Results also show that mothers do not seem to understand the rationale behind the distribution and a worryingly high of mothers give their names and addresses without knowing for what they will be used. The majority of mothers stated that they found the pack to be 'very useful', however, without an alternative to compare this pack to it would be difficult for mothers to rate the packs in real terms.

Past research has shown a deleterious effect of commercial discharge pack on exclusive breastfeeding rates, and studies have shown the distribution of 'research packs, both with and without breast pumps, to have had a positive effect on breastfeeding rates. Indeed it has been shown that in the implementation of a positive breastfeeding policy in hospitals the removal of commercial discharge bags is necessary.

In conclusion, then, from this research, it would seem that the Midland Health Board should assess carefully their position in allowing the distribution of these packs within the board, the creation and use of 'within board' packs would seem more beneficial.

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Perez-Escamilla, R., Pollitt, E., Lonnerdal, B., & Dewey, K.G. (1994) Infant feeding policies in maternity wards and their effect on breast-feeding success: an analytical overview. In *American Journal of Public Health* 84 (1) 89-97.

Snell, B.J, Krantz, M., Keeton, R., Delgado, K., & Peckham, C. (1992) The association of formula samples given at hospital discharge with the early duration of breastfeeding. In *Journal of Human Lactation*, 8(2): 67-72.

Appendix I:

Contents of a 'bounty bag' as of 19th September 2002:

- 1x box of Pampers Sensitive Baby Wipes
- 2x Pampers 'new baby – mini nappies'
- 1x Pampers Baby Massage guide and CD
- 1 x € 2.00 off coupon for Pampers nappies
- 1 x € 2.00 off coupon for Pampers Wipes
- 1 x € 1.00 off coupon for Pampers Care Mats/ Change Mats
- 1x sample size Vanish Action Ball stain remover tablet
- 1x €0.35 off coupon for next purchase of Vanish Action Ball stain remover tablets
- 1x €0.35 off coupon for next purchase of Vanish Mousse Action Ball stain remover tablets
- 1x sample size Dettol Anti-bacterial Surface Cleanser
- 1x €0.50 off voucher for Dettol Anti-bacterial Surface Cleanser
- 1x sample size Nivea Crème
- 1x €0.75 off coupon for next purchase of Nivea Crème
- 1x Aquafresh 'Kids' toothpaste (50ml)
- 1x €0.50 off voucher for Aquafresh 'Kids' toothpaste
- 1x Panadol Baby forehead thermometer
- 1x 500ml Lenor Crease Control fabric conditioner
- 1 x sample size tub of Sudocrem (15g)
- 1 x sample size Vaseline Pure Petroleum jelly (50g)
- 1 x 234g pack Fairy Non-Biological Washing Powder Tablets
- Advertisement for baby announcements in Irish Independent
- 1x copy of Woman's Way
- 1x Johnson's Baby advertising leaflet
- 1x Your Baby – Bounty magazine/newsletter
- 1x Tesco Baby Club Advertisement
- 1x Nelsons Teetha Advertisement and €1.50 Nelsons Teetha product
- Milupa advertisement for Milupa magazine and free weaning + follow-on samples
- Advice leaflet on contraception (Pharmacia)
- Pixi Foto advert for four free portraits
- Childcare plus advert form from An Post
- Claim form for Child Benefit – Social Welfare Services Office
- Iron Nutrition leaflet – Bord Bia

Department of Health Leaflets:

- Meningitis & Septicaemia
- Screening for metabolic disorders
- Folic Acid leaflet
- Gastroenteritis leaflet

- Head lice leaflet
- Breastfed is Best fed leaflet
- Child Health Record
- Caring for your Child
- Immunisation leaflet

Appendix II

Contents of a Bounty Baby's Progress Sample Pack as of 19th September 2002:

- 1x 'Solid Food Solid Facts' video (Farley's & Heinz)
- 2 x125g jars of Farley's & Heinz Organic Baby Food
- 1 x 21.8g Farleys follow-on milk sample
- 1x 20g Farley's savoury powdered meal
- 1x Farley's & Heinz weaning guide
- 1x Farley's & Heinz weaning chart
- 2x free jar coupons from Heinz
- 1 x advertising leaflet for Heinz baby foods
- 1 x Avent Magic Cup
- 1 x Baby Organix – Organic Porridge infant cereal
- 1 x Domestos surface wipe
- 1 x 20g Milupa powdered dessert
- 1 x 20g Milupa powdered Breakfast Babymeals
- Milupa feeding guidelines and advertising material
- €0.40 money off coupon Milupa Baby Rice
- €0.55 money off coupon Milupa Breakfast Babymeals
- €0.55 money off coupon Milupa Desserts Babymeals
- €1.00 money off coupon Milupa Forward Follow-on milk
- 1 x 26g SMA Progress sample
- €1.00 money off coupon SMA Progress Follow-on milk
- 1 x SMA Milestones growth and development monitoring guide
- 1 x Cow & Gate Organic advertising leaflet
- 1 x €0.20 money off coupon Cow & Gate Organic 125g jar
- 1 x€0.25 money off coupon Cow & Gate Organic 190g/240g jar
- 1 x Yoplait guide to weaning – and advertising material
- 1x Nelsons Teetha Advertisement and €1.50 Nelsons Teetha product
- 2 x €0.30 Weight Watcher's from Heinz for Ready meals or ice-cream
- 1x Liga advertisement leaflet
- 2 x € 0.30 money off coupon for Liga Original or Junior
- 2 x €0.30 money off coupon for Liga C drink

Appendix III

Bounty Pregnancy Information Pack as of 19th September 2002

- 1 x application for Bounty Mother-to-be pack
- 1x Bord Bia Nutrition in Pregnancy leaflet
- 1x Tesco Baby Club application form
- 1x Midland Regional hospital Mullingar – requirements for maternity department
- 1 folic acid information leaflet – Health Promotion Unit
- 1x Pain Relief in Labour leaflet – Obstetric Anaesthetists’
- Baby Birthpack order form and information leaflet
- Smoking & Pregnancy – Health Promotion Unit
- What is Toxoplasmosis – Health Promotion Unit
- Pampers information leaflet
- Avent information leaflet
- 1x sample of Avent indulgent body cream
- 1x sample of Avent Leg and Foot reviver
- Avent breastpump information leaflet
- Roches Stores baby product guide
- Breastfed is Best Fed– Health Promotion Unit
- Rhesus negative – what it means – Biofact
- 1x Your pregnancy Bounty magazine and information booklet

Appendix IV

Contents of a Bounty Mother-to-be pack as of 26th September 2002:

- 2x Avent Ultra Comfort Disposable Breast Pads
- 1 x Avent Baby Moisturising Cleanser
- 1x Avent Guide to Breastfeeding video
- 1 x sample size tub of Sudocrem (15g)
- 1x 50ml Johnson's Baby Oil
- 1 x 78g pack Fairy Non-Biological Washing Powder Tablets
- 1x pack of 15 Pampers Sensitive Baby Wipes
- 1x Pampers 'new baby – mini nappies'
- 1x Pampers Sounds before birth guide and CD
- 1 x € 2.00 off coupon for Pampers New Baby nappies
- 1x Johnson's Baby Massage guide
- 1 x Milupa Babytalk magazine– nutrition in pregnancy and application for Babytalk programme
- 1x copy of Newborn magazine

