



EVIDENCE SYNTHESIS
IRELAND



Cochrane
Ireland

Evidence Synthesis Ireland Fellowship Scheme

Review Identification Form

Review Centre/Group Mentor

Dr Jennifer Hanratty, www.effectiveservices.org

Centre for Effective Services is an all island charitable organisation dedicated to improving the lives of people in Ireland through evidence and implementation. Dr Hanratty is based in Belfast and working on an all island basis.

Review title

2 x scoping reviews

Determinants of breastfeeding decision making in Ireland, a scoping review

Population level communication interventions for breastfeeding, a scoping review

Review type and methods

Scoping reviews with narrative/tabular synthesis. We may use EPPI reviewers Evidence Gap Map visualisation tools to summarise the evidence.

The Fellow will learn about search development and testing, screening, data extraction and synthesis. We will be working with both quantitative and qualitative evidence.

Review information

This reviews are part of a four-year programme called *Maximising Support for Breastfeeding for sustainable population health and wellbeing* (MaxSBF), funded by the Health Research Board Ireland (€2.5 million). The programme is taking an integrated knowledge translation approach to improve the support and protection for breastfeeding in Ireland. There are several workstreams under this programme, one of which focuses on breastfeeding promotion and population awareness. These two scoping reviews are being conducted to inform evidence-based guidance on the development, implementation and evaluation of a communications campaign to support breastfeeding, taking global knowledge and applying it to an Irish context.

Review details

Protocol drafted and currently under review by the wider team and intend to make it available on OSF and HRB Open.

Background: Breastfeeding is the human biological norm and is well established to be foundational for health throughout the lifecourse. Mass communications interventions can support positive social and cultural norms and practices that enable breastfeeding. There is currently no available guidance on communications interventions in support of breastfeeding. There is a need to understand the existing evidence to inform such guidance.

Objective: The objective for this scoping review is to systematically identify and map the breadth, type, and characteristics of the evidence on population level communications interventions aiming to influence breastfeeding.

Inclusion criteria: We will include global evidence on population level communications interventions (including traditional mass media, social media or community mobilisation communications campaigns aimed at influencing social norms, practices or decision making on breastfeeding at scale).

Methods: We will search databases for primary studies and reviews, written in English language, from 1990 onwards: PubMed, Embase, EBSCO, PsycInfo, Google scholar (first 10 pages). We will conduct forward and reverse citation searching of included studies and reviews and grey literature searches via web searches, OSF, and contact with known authors/ organisations in the field. The search will be undertaken in December 2024.

Screening will be supported by EPPI reviewer automation tools. Disagreements will be discussed until a consensus is reached or a third reviewer makes a final decision.

Data extraction will include information on study location, target and subject populations, message content, message framing, conflicts of interest and underlying theory used.

Review current status

Protocol drafted x 2, being reviewed by the team.

Any specific/desirable requirements for fellow (e.g. clinical expertise, methodological expertise)

We do not have any essential requirements but we would welcome a Fellow with a background in any of the following; public health, communications, behaviour change/health behaviour, nutrition (especially breastfeeding/infant feeding), international development, qualitative research methods.

NB: We will not accept any fellow that is employed or funded by any entity associated with the commercial milk formula industry.

Estimated start and completion dates

March – July 2025, with knowledge translation and dissemination activities continuing to end 2025 at least.