



SOCIAL REPRESENTATIONS ABOUT BREASTFEEDING AMONG THREE GENERATIONS OF WOMEN: A STUDY WITH PICTURE-STORY THEME
REPRESENTAÇÕES SOCIAIS SOBRE AMAMENTAÇÃO ENTRE MULHERES DE TRÊS GERAÇÕES: UM ESTUDO COM DESENHO-ESTÓRIA TEMÁTICO
REPRESENTACIONES SOCIALES SOBRE LACTANCIA MATERNA ENTRE TRES GENERACIONES DE MUJERES: UN ESTUDIO CON TEMA DE IMAGEN-HISTORIA

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ABSTRACT

Objective: to identify the social representations of the experience of breastfeeding among women of three generations. **Method:** a qualitative, descriptive, exploratory and centered study about the Theory of Social Representations and performed with 21 women of the same family and from three generations. Data collection was performed by Design-Themed Story, in October 2009 and July 2010, the graphics being examined by the observation with brief reading, clipping, categorization and interpretation of stories, after the approval of the Ethics Committee research under the opinion No. 422/2009. **Results:** women represent breastfeeding based on the principles of a practice instinctive, vocational, extreme caution when son towards developing nutritional detriment of perception of themselves. **Conclusion:** it was shown that breastfeeding found it anchored in the teaching-learning process of different generations and the care of the baby as the centerpiece. It was also revealed that breastfeeding was interspersed by the relations of affection as psychological support and/or family. **Descriptors:** Breastfeeding; Learning, Family Relations, Women's Health.

RESUMO

Objetivo: apreender as representações sociais da experiência de amamentar entre mulheres de três gerações. **Método:** estudo qualitativo, descritivo, exploratório centrado na Teoria das Representações Sociais e realizado com 21 mulheres da mesma família e de três gerações. A coleta dos dados foi realizada pela técnica de Desenho-Estória com Tema, em outubro de 2009 e julho de 2010, sendo o grafismo analisado pela observação com leitura flutuante, recorte, categorização e interpretação das histórias, após a aprovação do Comitê de Ética em Pesquisa sob o parecer de No. 422/2009. **Resultados:** as mulheres representam a amamentação baseada nos princípios de uma prática instintiva, vocacional, de extremo cuidado ao filho com vistas ao desenvolvimento nutricional em detrimento da percepção de si mesmas. **Conclusão:** evidenciou-se que a amamentação encontrava-se ancorada no processo ensino-aprendizagem das distintas gerações e pelo cuidar do bebê como núcleo central. Revelou-se também que a amamentação estava entremeada pelas relações de afeto enquanto suporte psicológico e/ou familiar. **Descritores:** Aleitamento Materno; Aprendizagem; Relações Familiares; Saúde da Mulher.

RESUMEN

Objetivo: identificar las representaciones sociales de la experiencia de la lactancia materna entre las mujeres de tres generaciones. **Método:** un estudio cualitativo, descriptivo, exploratorio y centrado sobre la Teoría de las Representaciones Sociales, realizado con 21 mujeres de la misma familia y de tres generaciones. La recolección de datos fue realizada por la técnica de Diseño-Estoria con Tema, en octubre de 2009 y julio de 2010, los gráficos que se examinan en la observación con una breve lectura, recorte, clasificación e interpretación de cuentos, después de la aprobación del Comité de Ética en la Investigación bajo la opinión No. 422/2009. **Resultados:** las mujeres representan la lactancia sobre la base de los principios de una práctica instintiva, profesional, mucho cuidado al hijo a desarrollar detrimento nutricional de la percepción de sí mismos. **Conclusión:** se demostró que la lactancia materna se encontraba anclada en el proceso de enseñanza-aprendizaje de las diferentes generaciones y el cuidado del bebé como la pieza central. También se reveló que la lactancia materna se intercalan por las relaciones de afecto como apoyo psicológico y / o de la familia. **Descriptor:** Lactancia Materna; El Aprendizaje; Las Relaciones Familiares; Salud de la Mujer.

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INTRODUCTION

The breastfeeding experience is developed based in the warm relationship between mothers, daughters and granddaughters, highlighting the behavior and symbolologies individual and group these women compared so intergenerational. Thus, breastfeeding is linked to the socioeconomic and cultural reality between different generations, causing the passage of knowledge coming from the individual and collective experiences among women with ties of affection and / or inbreeding.¹

Therefore, understanding the social representations about the breastfeeding experience over three generations it is essential to see how was the preparation of individual meanings based on social learning, many of which are bounded by multiple instances of power and relationships in the community through symbols, forms of family organization, values and meanings.

Moreover, the construction of women's roles in relation to breastfeeding brings relations within the household and private, often confined to the spheres of power between women themselves. Mothers are reserved character of maintaining family unity and the domestication of the children, allowing them to activities that ensure obedience and dependence. Then the mother plays the role of main disciplinarian of their daughters for that breastfeeding is maintained, based on speech hygienist, purely patriarchal. In walking, the house and the family who move between spaces represent biological processes, such as breastfeeding and ideologically defined from whom the experience, unleashing moments of solidarity and / or conflict from the individual meanings.²

It is understood, therefore, that breastfeeding is preferentially develops in the family, wherein:

[...] Every individual integrates in a family history, preexisting from which is, at the same time, inheritor Prisoner. Since her childhood, experiences them experienced significant figures with those of the world, forging individual family van. These experiences that include the culture, the moral values and of the previous generations go influencing, when the individual in it perceives, decisions and their elections between them, the sexual and affective professionals [...].^{3:23}

Although patriarchal values insist on crossing generations, stresses that women have created new arrangements and family relationships in their everyday experiences, challenging, sometimes traditional models of

maternity and breastfeeding women as completeness revealing new landscapes. For this, the younger generations have subverted the regulatory norms that persist in subordinating them, maintaining the resilience while keeping older generations as a reference standard, the example of their mothers and / or grandmothers.

Thus, it is clear that women carry within themselves a bit from their mothers, as a reference model, the relationship of solidarity and/or conflict that occurred in identity formation, which differs from the relationship with the children. However, it should be noted that there is a relationship of authority and power in family relationships between mother and daughter. A young woman faces the well-being of others and thus replaced by their willingness hampered often by generation predecessor.⁵

In this relationship between mother and daughter often occurs to the devaluation of women's role, with the attribution to the obligations and duties in the creation and proper development of children, limiting their function to maternity. This is due to the transmission of knowledge and life experience based on the mannish model.⁵ Thus, the formation of feminine identity, values and symbols are being embodied, the example of the benefits of breastfeeding for the child, with emphasis on the welfare physical, mental and intellectual newborn, eventually assign to women the responsibility for caring for others, in this case, her own child. Thus, the representations of women pass accountability to guilt, becoming hostages of their own oppression caused by the patriarchal discourse.¹

The practice adopted by women to breastfeed their infants is characterized not only by an individual process, but by interference from other family members, like Grandma and companheiro.⁶ However, this choice does not only the content for which the previous the woman was subjected, but by the meaning that she has to practice before the intergenerational exchange. Thus, it was defined as a research question: What are the social representations about the experience of breastfeeding in women of the same family over three generations?

In view of the above, the objective was to identify the social representations about the experience of breastfeeding in women of the same family over three generations.

The study is justified by the small number of publications that cover the social representations about breastfeeding

experiences based on female offspring, family and trigenerational through projective techniques such as innovative design Story with Theme-DET. The social and scientific relevance of the study is defined by allowing a greater theoretical study on the subject, enabling new forms of care to women of the same family who breastfeed, covering the symbologies that are built along the different generations.

METHOD

Qualitative study, descriptive and exploratory based on the Theory of Social Representations, understands that this reference would allow the seizure of social representations of women from the same family on the breastfeeding experience over three generations. The TRS, founded by French psychologist Serge Moscovici, in 1960, broke with the subject-object dualism, individual-society, psychology, sociology toward understanding social relations.⁷ This theory incorporates the notion of knowledge to a collective construct unique spaces of intersubjectivity, rejecting dichotomies, the individualized perspective of the subject proposed by positivism and appreciates the symbolic dimension in the production of meanings by social groups.⁸

From this reflection, social representations would be ways of working knowledge about common sense. In this dialectical play, the symbologies are then defined within multiple perspectives, like the intra-individual processes, intergroup and situational, demonstrating how the subject symbolize the various processes.⁹ This perspective indicates that the TRS was designed to take into account the notion of subject, valuing the social representations revealed within their group relations and interactive.¹⁰

In walking, the social representations represent the action in the world, a world recreated from the knowledge and experiences shared by social groups. This theory goes beyond the perception of isolated individual and based on the subject's behavior from the social, seeking understanding of the knowledge shared and transformed into practice.¹¹⁻³

By choosing this theoretical framework, it is believed that it can provide the apprehension of social representations of breastfeeding experience of women in the same family size trigenerational. It is noteworthy that these women have ties of kinship and / or likeness and have gone through an experience in common,

breastfeeding, even in a social, historical, political and ideological distinct. Therefore, understanding how this triad represents the breastfeeding experience presupposes the appreciation of language, behaviors and knowledge from the group of belonging woman, family, and breastfeeding.

Here, the purpose is the breastfeeding experience and to do this, seek the representations among different generational groups. Accordingly, the study was anchored in the definition of social representations that correspond to a known method of producing and determines behavior, since it defines the nature of the meanings of stimuli and responses there. We agree that should be investigated generational groups, in order to verify the revealed wisdom from his speeches about the process of breastfeeding.¹⁵

Thus, for data collection was privileged procedure Drawing-Story with Theme - DET. The choice for this technique came from the need to have access to ideas and representations of the subject in a more spontaneous and allow them to express feelings in graphic language and symbols that remain often veiled in daily relationship with the other social actors.¹⁶

The study took place in Itabuna - Bahia, and the Hospital Manoel Novaes and local identification of the women in the study, specifically in the rooming unit. After the recognition step of the service, we selected 21 women in the study, according to the following inclusion criteria: understand and agree to participate voluntarily in the study by signing the Instrument of Consent - Consent, daughter and granddaughter who have breastfed or breastfeeding, regardless of breastfeeding duration and the number of children (specific for the 1st generation), having a mother and daughter who breastfed or breastfeeding, regardless of breastfeeding duration and the number of children (specifically for the 2nd generation), having a mother and maternal grandmother / father who breastfed, regardless of breastfeeding duration and the number of daughters (the) (specific for the 3rd generation), reside in the city of Itabuna or Ilheus ease of displacement of the researcher, having tie of affection and / or inbreeding have lived, even in places and different times, with their mothers, grandmothers, daughters and granddaughters during breastfeeding experience, defined seven of the first seven of the second and seven in the third generation.

Therefore, we developed the DET as follows: handed to each woman a sheet of bond paper in white and it was requested that

carried out the design according to the following expression: "Draw a state of the breastfeeding experience which involved learning relationship / exchange with his daughter and / or granddaughter with her mother and you sent your daughter or your mother and / or grandmother, "for the 1st, 2nd and 3rd generation, respectively. At the end of the preparation of the drawings, it was requested that each witness wrote a story about its design, with introduction, development and conclusion and define through a title.

For data analysis, there was a systematic observation of the drawings, selecting them according to similarity in spelling or theme, it was the initial reading, clipping and categorization, and finally, the analysis and interpretation of thematic content.¹⁷

The ethical aspects permeated the design and development of this research, respecting the interviewee. Headed the project for evaluation of the Ethics Committee of the State University of de Santa Cruz, based on ethical principles of research involving humans, defined and regulated by Resolution no. 196/96, the National Health Council and simultaneously established personal contact with institutions and documentary chosen in order to obtain clearance for the study.

After approval by the Ethics in Research above under no opinion 422/2009 and the release from the institution, initiated the contact with women, based on inclusion criteria that stage involved the identification of these women reporting clearly, the object of study, the objectives, the relevance of research and Term of Consent - Informed Consent in language accessible to clients,

focusing on voluntary participation, confidentiality and anonymity.

Home visits and hence the data collection took place between October 2009 and July 2010 in accordance with the availability of each participant. So after analyzing the data issued by the drawings-themed story, it was found that there were three categories and their subcategories, presented and discussed below:

RESULTS AND DISCUSSION

Thus, in the 1st category it was found that breastfeeding is permeated by the teaching-learning process and the priority care to the baby. In the 2nd category, it was realized that breastfeeding is anchored by affective relations that are established between the generations and that can be distinguished as psychological support and family. In category 3, it was learned that the benefits of breastfeeding are represented by physical-organic child. Although, if you have some of these categories in common in the 2nd and 3rd generations, have been described substantial changes and typifications of each according to the cyclic motion social.

With that, we started to infer about the categories and subcategories generational, starting with the 1st generation, 2nd generation and 3rd generation which can be seen below:

- **Category 1 – Breastfeeding practice**
 - ◆ **Sub-category 1 – Teaching-learning process transgenerational**
 - ◆ **Sub-category 2 – The look during breastfeeding**

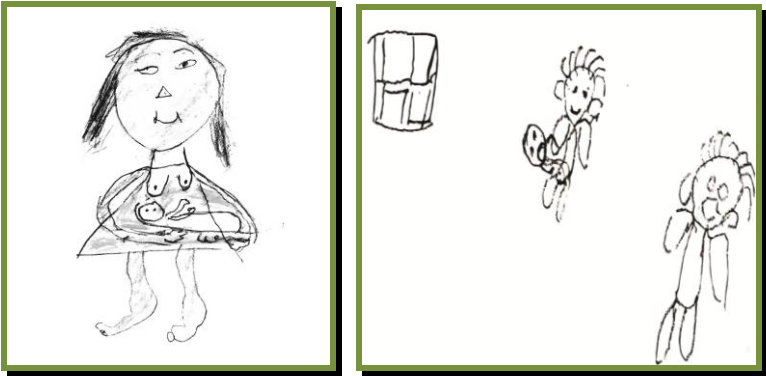


Figure 1. Social representation of women of the 1st and 2nd generations about breastfeeding and baby care. Ilheus, Bahia, in 2011.

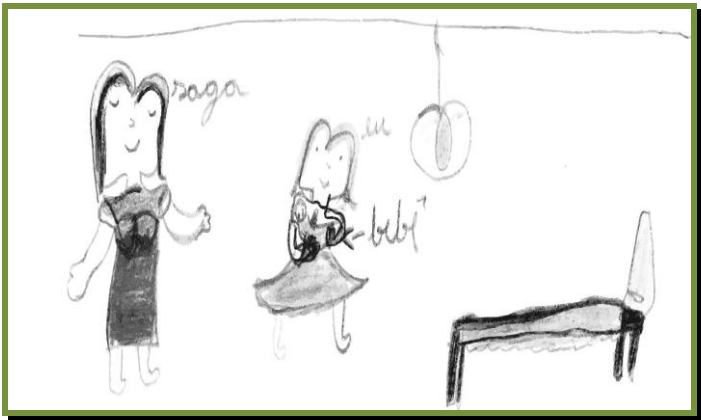


Figure 2. Social representation of women on the 3rd generation of learning and care for the baby during breastfeeding. Ilheus, Bahia, in 2011.

Regarding the stories contained in Figures 1 and 2 showed that breastfeeding pervaded by a continuous process of teaching-learning transgenerational, at which time it was necessary to open the other to develop it, which can be seized following:

[...] One day I got it (the granddaughter) and said how could breastfeeding. [...]and then she (the granddaughter) continued ... the child continued to breastfeed and everything was cool [...]. (1st generation)

It should be noted that the process of teaching-learning transgenerational the experience of breastfeeding was found anchored in lived experience and the passing of values, norms, standards, new cultures and beliefs among women of the same family settled by the power relations between different generations, as can be seen below:

[...] I had child very early, so the first child I did not have much experience, but my mother taught me how to breastfeed, calm the child with cancer, as breast milk, to wash the breasts not to give thrush and the baby nursing type according to the age [...]. (3rd generation)

Thus, the values passed down through the generations about the process of breastfeeding can overcome the temporal

boundaries and generate new knowledge and changing with the participation of all women, characterizing the phenomenon of transgenerationality.

Moreover, it was realized that caring for the health of the child is revealed during the breastfeeding experience as main proposal of devotion of the mother giving him all the responsibility. The act of breastfeeding was seen as an obligation maternal attribute socially defended, as observed in the following story:

[...] There are people who think that breastfeeding is a big deal, but just remember that you will gain experience in addition to bringing health and through the breast you will convey peace, affection, love for your baby without tell that breast milk is a complete food and healthy. This related to child care proved even before breastfeeding experience [...]. (2nd generation)

- **Category 2 – Breastfeeding anchored by affective relationships**
 - ◆ **Sub-category 1 – The affection as psychological support**
 - ◆ **Sub-category 2 – The affection while family support**

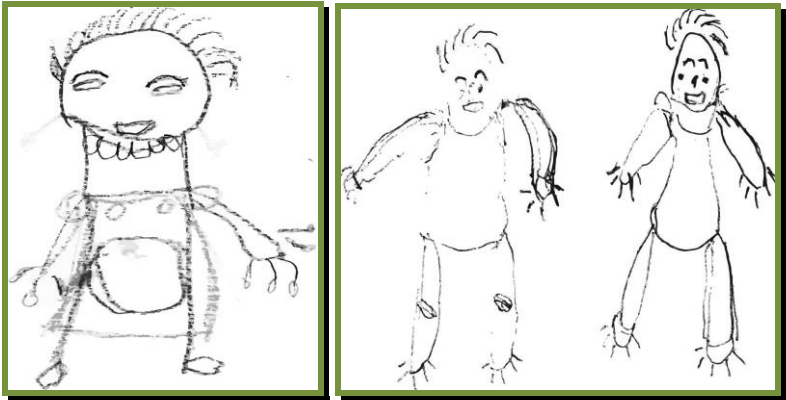


Figure 3. Social representation of women of the 1st generation on ties of affection in breastfeeding. Ilheus, Bahia, in 2011.

In this 2nd category, it was observed that the process of breastfeeding was anchored by relationships of affection passed down from generation to generation. Affections seemed to be linked to women of the same family that

experienced breastfeeding. However, the first generations still had difficulty in demonstrating their affections iconographic, although it is known that they are revealed in the content of the stories, namely:

[...] My best pleasure to teach my granddaughter is to breastfeed. I spent love, care and experience. She had to have love, care to nurse the child, care and very careful when breastfeeding [...]. (1st generation)

Given the multiple types of care involved in breastfeeding, it was understood that the externalization of affect in the first generation occurred gradually, when they

experienced breastfeeding from the perspective of their daughters and / or granddaughters who have historically and socially, a ease in the expression of symbols and feelings.

- **Category 3 – Benefits of Breastfeeding**
 - ◆ **Sub-category 1 – Physical and Organic Development**
 - ◆ **Sub-category 2 – Cognitive Development**



Figure 4. Social representation of women of the 1st and 2nd generation about the importance of breastfeeding and family support. Ilheus, Bahia, in 2011.



Figure 5. Social representation of women in the 3rd generation about the importance of breast milk. Ilheus, Bahia, in 2011.

In this category, the figures 4 and 5, the design iconographic expressed that the benefits of breastfeeding in generational perspective point significantly to the physical-organic child. Mothers are aware of the advantages of breastfeeding, whether in relation to nutrition or protection against various pathologies, since breast milk is considered a complete food for infants,¹⁸ speech as follows:

[...] Breast milk is a very important food for the child to stay strong and healthy and is good for learning [...]. (2nd generation)

By observing the graphic expression of these women noted that the figures bring the figure of the child as the central element. For earlier generations, breastfeeding was governed from the perspective of exclusive benefit to the baby, which is conformed to the historical period in which these women lived, and especially with the hygienist model

of care that was spreading, a fact seized following :

[...] I was always aware that breast milk has everything your baby needs to grow and develop it well protected because food is a vaccine should be discarded and not ever [...]. (3rd generation)

At the time of breastfeeding their children, Brazilian public policies and consequently the health programs implemented in the country, encouraged the practice of breastfeeding as care and benefits to children, represented in the following stories:

[...] I said: Do not stop breastfeeding her child not because it[...] breastfeeding is a very good thing for your child to grow healthy. I told you were right, it does take time before the child has bowel problems, diarrhea. And breastfeeding does not [...]. (1st generation)

With this, the medical effect at the time was guided in caring mother figure to

encourage continued breastfeeding because of the high morbidity and mortality, ie, the slogan was about the child as the future of the nation.¹⁹

CONCLUSION

The intent of this research has basis on social representations of women from the same family on the breastfeeding experience, guided by the intergenerational. In this walk, we used the Drawing - Story with Theme in order to grasp, through the preparation of graphics and stories, the social representations about the breastfeeding experience of women of three generations. The design was instrumental in the interpretation of these symbols, because the spoken speech and / or writing will possibly internalized by censorship, watching what is latent consciousness.

With this, it became clear that breastfeeding found itself anchored in the teaching-learning process of different generations and the care of the baby as the core, a fact realized in three generations. Furthermore, it was revealed that breastfeeding was interspersed by relations of affect, while those based psychological support and / or family.

The benefits of breastfeeding, present in three generations showed the initial focus on issues of physical-organic baby's development. Thus, it became clear that the generations perceive this experience as a mechanism of maternal to child nutrition, speech tirelessly disseminated by health promoters of breastfeeding.

Under this view, the design appeared to breastfeed, focused on biological issues for three generations. Although, it has been revealed social representations in the three generations of the breastfeeding experience, the cyclical movement of its formation and transformation, defends the need to expand the studies to concatenate a generational perspective and family in order to act upon the phenomena of magnitude for certain social groups.

Finally, it is believed that this study will look amplified, not only of health and related fields, but for those who want to analyze a complex and multifaceted phenomenon such as breastfeeding, increased possibilities of inter-and/or transgenerational, understanding from the perspective of the agents formulators.

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