



Development of videos “poma” to increase coverage of exclusive breastfeeding in Aceh Province, Indonesia

Anita Anita^{1*}, Nurlaili Ramli¹, Hermansyah Hermansyah²

¹Department of Midwifery, Polytechnic of Health, Ministry of Health, Aceh, 23231, Indonesia; ²Department of Nursing, Polytechnic of Health, Ministry of Health, Aceh, 23231, Indonesia

Abstract

Edited by: Sasho Stoleski
Citation: Anita A, Ramli N, Hermansyah H. Development of Videos “poma” to Increase Coverage of Exclusive Breastfeeding in Aceh Province, Indonesia. Open Access Maced J Med Sci. 2021 Mar 11; 9(E):229-234. <https://doi.org/10.3889/oamjms.2021.5771>
Keywords: Video development; Exclusive breastfeeding; Promotion
***Correspondence:** Anita Anita, Department of Midwifery, Polytechnic of Health-Ministry of Health, Aceh, Indonesia. E-mail: anita@poltekkesaceh.ac.id
Received: 23-Jan-2021
Revised: 24-Feb-2021
Accepted: 01-Mar-2021
Copyright: © 2021 Anita Anita, Nurlaili Ramli, Hermansyah Hermansyah
Funding: This research did not receive any financial support
Competing Interest: The authors have declared that no competing interest exists
Open Access: This is an open-access article distributed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0)

BACKGROUND: The percentage of exclusive breastfeeding for infants 0–6 months in Aceh in 2019 was 55.24% and decreased compared to 2018, 60.84%. Exclusive breastfeeding in Aceh Province is still below the national figure. One of the efforts to increase the coverage of exclusive breastfeeding is the development of videos. The messages in the videos most influence the perception of who is breastfeeding.

AIM: The aim of the study is video development to increase coverage of exclusive breastfeeding in Aceh Province, Indonesia.

METHODS: This study uses the research and development research method. The research was conducted in the Darul Imarah district. The research subjects in this development research were breastfeeding mothers. Data collection was carried out using assessment sheets, observations, questionnaire sheets, process skills test sheets carried out by compiling tests/assessment instruments, selecting media, selecting formats, and preparing preliminary designs/designs. The development stage is carried out by expert validation and development trials.

RESULTS: The results showed that researchers' dissemination and implementation to breastfeeding mothers showed that 70% of babies received exclusive breastfeeding one month after seeing the video, and there were still 40% of babies who had received formula milk. The expert team's assessment results showed that 73.3% still needed to match the Acehese language with the players' scenario. Overall, POMA video development effectively increases exclusive breastfeeding in Darul Imarah District, Aceh Besar District.

CONCLUSION: POMA video development is effective in increasing exclusive breastfeeding in Darul Imarah District, Aceh Besar District.

Introduction

The WHO and UNICEF have supported exclusive breastfeeding as the healthiest food choice for newborns [1]. Exclusive breastfeeding up to 6 months of age is recommended by the World Health Organization as an optimal way of infant feeding, providing adequate nutrition for infants and protection against respiratory infections and diarrheal diseases [2], [3]. Regardless of the benefits, the practice of breastfeeding can be negatively affected by many factors, including economic, cultural, and individual including mothers and babies [4]. Exclusive breastfeeding is recommended for at least 6 months and should be started within the 1st h of life [5]. Breastfeeding is a mother's choice based on many circumstances and factors. Among these main factors are the knowledge, attitudes, and perceptions of pregnant women on breastfeeding importance [6].

Apart from the benefits of breastfeeding, many factors influence absorption, exclusivity, and duration. Some of these factors include the mother and infant's age, demanding nature of breastfeeding, lack of education, insufficient breast milk supply, breast tenderness, work or school disruption, and personal

and family attitudes [7]. National coverage of exclusive breastfeeding for infants aged <6 months is 67.74%. The percentage of exclusive breastfeeding for infants 0–6 months in Aceh in 2019 was 55.24%, decreasing compared to 2018, 60.84% [8]. These data indicate that exclusive breastfeeding in Aceh Province is still below the national figure; this is possible because of mothers' insufficient knowledge of exclusive breastfeeding. Infants who are not breastfed face an increased risk of pneumonia, gastroenteritis, otitis media, obesity, diabetes, childhood leukemia, sudden infant death syndrome, and necrotizing enterocolitis [9].

A recent longitudinal study also confirmed that breastfeeding for at least 1 year is correlated with better mental health in children from birth to at least 14 years of age [10]. Women who breastfeed have a lower risk of developing diabetes, cardiovascular disease, hypertension, hyperlipidemia, rheumatoid arthritis, and a decrease in breast and ovarian cancer [11]. Breastfeeding benefits society by reducing health-care costs [12] and missed work time by mothers with nursing babies [13]. One of the socialization methods in increasing exclusive breastfeeding is using video media. Multimedia, especially video, has both audiovisual elements, useful as tools in the teaching and

learning process. The proportional use of multimedia video can be a solution for the learning process that is simultaneous, effective, and efficient in socializing the increase in exclusive breastfeeding. Health education through video media is effectively used to increase knowledge [14].

Audiovisual media is useful because there is an increase in the mother's knowledge and attitudes after being given health education treatment through video media [15]. The choice of video media is considered appropriate because the message conveyed is in the form of images and audio, making it easier for the subject to receive the message. The expected behavior change from this social marketing activity is not easy. Therefore, the message conveyed must be easily understood by the audience. The concept of the video's content to be made is the target adopter or audience exposed to this message, which is expected to have changes in cognition and belief to determine attitudes. The importance of using multimedia in delivering messages containing exciting information. The researchers want to make the exclusive breastfeeding program successful by developing media presented in audio-video in the form of Poma videos in Darul Imarah, Aceh Besar District. The word Poma comes from the Aceh language, which means mother. The video tells of a mother giving complementary foods to her baby. For this reason, the purpose of this study is to develop video Poma in exclusive breastfeeding for infants in the Darul Imarah subdistrict, Aceh Besar district.

Methods

This study uses the research and development research method. Research and development (R&D) is a research method that is carried out deliberately and systematically to improve existing products and develop new products through testing to be accounted for. Setyosari states that research and development aim to find, develop, and validate a product [16]. There are three main objectives in research and development: Finding, developing, and validating products. The focus in design and development research is analysis from start to finish, including design, production, and evaluation.

To produce specific products, research that is needs analysis is used to test the effectiveness of these products to function in the wider community; research is needed to test these products' effectiveness [16]. The steps for implementing the Poma video development can be seen in the following figure: Methodological development research has four levels of difficulty, this research uses level 4, namely; research that can create new creative, original, and tested products. The R&D steps for creating a new product are shown in the following figure: The Darul Imarah district conducted

research. The research subjects in this development research were breastfeeding mothers.

Data collection was carried out using assessment sheets (LKP), observations, questionnaires/questionnaires, and science process skills test sheets. The design stage is carried out by compiling tests/assessment instruments, selecting media, selecting formats, and preparing preliminary designs/designs. The development stage is carried out by expert validation and development trials. This development research started from the problem of the low coverage of exclusive breastfeeding in Darul Imarah District.

Based on data and literature studies, the researchers made a short video design about breastfeeding. Furthermore, validation is carried out by pediatricians and scholars regarding the material given. Based on these experts' and practitioners' advice, the video design was improved to become a design that was tested internally. Based on the internal test results, it was then used to revise the Poma video design. After the revised design is complete, then it is made into the initial product. Limited product trials are carried out on players to get input on the scenario that has been made. After that, the product was revised after getting input from the players. The researcher conducted a retry on the players. After that, the video recording was tested, after which the recording was finished, the cinematographer gave input. Based on the input, a second product revision was made. Operational field trials were carried out on one pregnant woman; then, the researchers improved the product by adding local languages so that the community better understood the material in the video. The researchers then disseminated and implemented a study by giving pregnant women treatment by giving video Poma to increase exclusive breastfeeding for babies.

Results

Respondent characteristics

The development of research characteristics in the form of videos, using in-depth interview techniques, is carried out on experts and practitioners who are considered credible and have accurate and relevant information to the research objectives. The description of its characteristics is shown in Table 1:

Table 1: Characteristics of in-depth interview informants based on age and occupation in the video research on exclusive breastfeeding

Information code	Age	Job
01	42	Pediatrician
02	40	Religious scholar
03	46	Medalist

Meanwhile, a focus group discussion (FGD) was conducted to obtain input on the contents of

a scenario involving midwife practitioners. The characteristics are as follows, Table 2:

Table 2: Characteristics of FGD informants based on age and occupation in the POMA video study of exclusive breastfeeding

Information code	Age	Job
01	54	Midwifery independent practice (PMB)
02	48	Midwifery independent practice (PMB)
03	36	Midwife
04	40	PKM midwife
05	37	Academic
06	38	Academic
07	40	Academic
08	44	Academic
09	41	Academic
10	51	Midwifery independent practice (PMB)
11	39	PKM midwife
12	40	PKM midwife
13	38	PKM midwife
14	53	PKM midwife
15	49	PKM midwife

FGD: Focus group discussion.

The team of experts involved in this study amounted to three people who were used to making the video. The characteristics are as follows, Table 3.

Table 3: Characteristics of the expert team by age and occupation

Information code	Age	Job
01	42	Pediatrician
02	37	Cinematographer
03	23	Cinematographer

The characteristics of respondents who observed exclusive breastfeeding for 1 month for 30 respondents are shown in Table 4.

Table 4: Characteristics of respondents based on age, parity, and last education video development research

Characteristics	Respondents (n=30)	
	F	%
Age		
<20 years	2	6.7
20–30 years	21	70
>31 years	7	23.3
Paritas		
Primigravida	10	33.3
Multigravida	20	66.7
Occupation		
Housewife	27	90
Civil servant	2	6.7
Private servant	1	3.3
Businessmen	0	0
Latest education		
No school	0	0
Primary school	2	6.7
Secondary	5	16.7
High school	16	53.3
Universities	7	23.3
Exclusive Asi 1 month		
Yes	18	60
Not	12	40

Based on Table 5, the results show that the majority of respondents' ages are 20–30 years old at 70%, multigravida mother's parity is 66.7%, the majority of mothers work as a housemaid by 90%, and the majority of respondents' last education is a high school (SMA) by 53.3% and the majority of respondents exclusive breastfeeding of 60%.

Video development results

The video development results were carried out through expert assessments of the validation of the material, time, players, and respondents for testing

on video making. The video's development was based on input from the expert team so that it was fixed on several component items. The average score of the video development assessment component can be seen in the following table.

Table 5: Assessment of the average score of the components of the video effectiveness research by the expert team

Component	Score average
In general, videos have good visual (appearance) and sound (audio) quality	86.7
The video covers the opening, core, and closing stages	93.3
The video follows a predefined time duration (30 minutes)	53.3
The video content contains the message want to convey	93.3
The written translation in the local language is following the scenario	73.3
Use consistent words, terms, and sentences	80.0
Midwives can easily explain the contents of the material according to the storyline	86.7
Players can act according to the existing scenario	76.7
Videos are easy to use by pregnant women	86.7
The audio component defines the video component	86.7

Based on Table 5, it can be seen that the predetermined time duration for 30 min gets an average rating of 53.3 and written translation in regional languages an average of 73.3. The video begins with the making of a scenario for a short film and an animated video. Before making the animated video, an in-depth interview was conducted to get material about the material's content so that a board story could be made as a basis for making animation. The first video sharing consisted of the Research Team and Acehese Women Leaders' opening and the story of a midwife seeing a grandmother giving bananas to her grandchildren. The second part of the film tells the story of a father who has just returned from the garden and brings home a banana and a midwife's explanation through an animated video about the effect of giving bananas on a baby's stomach. This second part requires a playback time of 4 min 58 s. The third part of the video tells about a baby crying because it is given a banana and an explanation by the doctor about treating babies with stomach problems and teaches mothers about relaxation techniques on flatulence.

The duration of this video is 4 min 11 s. Simultaneously, the fourth part of the video is the closing part with a duration of 13 min 54 s consisting of reinforcement material from scholars, from Child Specialists, Head of Puskesmas, and Head of Darul Ijarah Subdistrict. The expert team's assessment results showed that 73.3% still needed to match the words in the Acehese language with the scenario played by the players. The response of pregnant women to the video trial in Darul Ijarah district shows an input on the time component that is too long, and the use of words that are not under the local language is shown in Table 6.

Pregnant mothers' perceptions of content in general, the video has good visual (appearance) and sound (audio) quality. The video's message design is made with a sufficient information design, and the message combination in the video is quite attractive to respondents. Among the six variables, pictures have

useful properties in the video because they visualize exclusive breastfeeding. However, in the video playback, the respondents considered the 30 min video to be very dull. The response of pregnant women to the use of regional languages also shows that there are still words that do not match Indonesian words. After testing the video on pregnant women and getting input, the video has been successfully developed using the local language.

Table 6: The responses of pregnant women to the video trial in Darul Imarah district

Component	Response pregnant mother
In general, videos have good visual (appearance) and sound (audio) quality	Yes, Good
The video covers the opening, core, and closing stages	yes
The video follows a predefined time duration (30 min)	Too long, I will get bored
The video content contains the message you want to convert	According to the culture in Aceh, the video content gives bananas to babies from the age of 1 month. Grandma who often gave bananas to her grandchildren because of not enough breast milk
The written translation in the local language is under the scenario	There are words that do not match the words in Indonesian
Use consistent words, terms, and sentences	appropriate
Midwives can easily explain the contents of the material according to the storyline	Yes, the examples of the animated videos are fascinating and easy to understand
Players can act according to the existing scenario	Yes
Videos are easy to use by pregnant women	Yes, the village midwife/community health center should be able to facilitate mothers to be able to download videos for free
The audio component defines the video component	Very clear

In general, the other components assessed for the average video development were above 75%, so the researchers assumed that the Poma videos that had received improvements from the expert team could be continued for dissemination and implementation in breastfeeding mothers. The video "Poma" is a product developed based on input from a team of experts and produces two videos, namely, an animated video about the consequences of giving bananas to babies and a short video that tells about babies being given additional food. The development of the video was carried out by conducting in-depth interviews with a team of experts who were considered experts in their field and focus group discussions with a team of midwives who provided input on the scenario's contents. The video was opened by a team of researchers and Acehese female leaders and closed by the Head of the Darul Imarah subdistrict, the Head of the Darul Imarah Community Health Center, Ulama, and the Chairperson of Aceh Cares for ASI (APA) as well as a pediatrician.

Discussion

The development of the video was carried out by conducting in-depth interviews with a team of experts who were considered experts in their field and

focus group discussions with a team of midwives who provided input on the scenario's contents. The video was opened by a team of researchers and Acehese female leaders and closed by the Head of the Darul Imarah subdistrict, the Head of the Darul Imarah Community Health Center, Ulama, and the Chairperson of Aceh Cares for ASI (APA) as well as a pediatrician. The results of in-depth interviews and FGDs serve as the basis for making POMA animated videos and videos that tell the story of the effects that will occur on a baby's stomach if they get early complementary feeding. The expert team and pregnant women's assessment results produced four short video parts and used local languages as translations to make it easier to understand in local languages. Based on the dissemination and implementation that researchers conducted on breastfeeding mothers, it was shown that 70% of babies received exclusive breastfeeding 1 month after seeing the video. However, there are still 40% of babies who have received formula milk.

The results of in-depth interviews and FGDs serve as the basis for making videos that tell about the effects that will occur on a baby's stomach if they get early complementary foods. The expert team and pregnant women's assessment results produced four short video parts and used local languages as translations to make it easier to understand in local languages. Researchers assume that this video's development can increase exclusive breastfeeding for 1 month because the contents of the material convey the dangers of feeding formula milk and bananas in the baby's stomach. This tends to make mothers worry about health problems with their babies. The choice of this media is considered appropriate because it will be able to display complete information in the form of images and sounds so that the message attracts the subject's attention. Video is an example of audio-visual media that further emphasizes the communication function [17].

Interesting messages will be more readily accepted so that this goal can be achieved to change knowledge, attitudes, and behavior. This is because the messages conveyed through video media contain information about exclusive breastfeeding. This means that respondents will have information regarding information related to exclusive breastfeeding and its effects. The problem of low exclusive breastfeeding is caused by factors of cultural customs that exist in the community, factors of health workers, and maternal knowledge about the benefits of breastfeeding and the support from family. The problem of exclusive breastfeeding is still low in Aceh due to health workers still contributing to providing formula milk to babies, with the existence of cooperation with formula milk companies, which is given to pregnant women and milk for babies. Changes in perception are increasing because video's advantages influence it as a medium capable of displaying audio-visual information.

The message in the video most influences perception is the message in the form of images and explanations from the source (sound bite). These two parts are the main controls that make perceptions change in a more positive direction. On the other hand, the respondent's perception did not change after watching a video because it also has weaknesses. One of the weaknesses of the video is that videos are brutal to master the attention of viewers. The videos have unidirectional communication characteristics so that there is no reciprocity, and they are not display objects. The effect of video viewing on perceptual changes has also been studied by previous researchers, examined message testing through television featuring cooking programs [18]. The presentation of messages in the form of moving pictures and narration and musical accompaniment in the television program influenced respondents' perceptions. An excellent nutritional needs and cooking according to nutritional intake and states that the film *Super Size Me* affects emotions and awareness, which results in increasing respondents' knowledge about nutrition education and making patients aware of reducing fast food [19].

The success of breastfeeding can improve mothers and children's health and well-being; alternative formula feeding is associated with short-term and long-term health risks for both mother and child [20]. Apart from the benefits of breastfeeding, many factors influence absorption, exclusivity, and duration. Some of these factors include the age of mother and infant, demanding nature of breastfeeding, lack of education, insufficient breast milk supply, breast tenderness, work or school disruption, and personal and family attitudes [21]. Exclusive breastfeeding for some people is still the pros and cons that make everyone's perception different. Providing knowledge related to the benefits of exclusive breastfeeding needs to the campaign so that the public knows the benefits for mothers and babies' development. The strategy used for the campaign is one of the social marketing activities. This social marketing activity aims to provide knowledge that makes the audience trust so that they can take a stand. The campaign model through video media contains persuasive messages to be aware of the dangers posed. The media chosen in this campaign is video; this is chosen because it will provide a clearer picture to the audience regarding the message to be conveyed.

The message conveyed in the campaign hopes that it can give the audience confidence that Exclusive Asi Coverage is significant. One of the mother's duties is to provide adequate and sufficient food for the family, especially the children. Children with good nutritional status will not be susceptible to disease. Mothers who have good behavior, especially in giving exclusive breastfeeding, are expected to be reflected in their children's good nutritional status. Mothers need to provide exclusive breastfeeding according to their

age to better children's eating patterns in the future. The promotion of breastfeeding, especially exclusive breastfeeding, is an intervention for infants and children's survival [22], [23].

Conclusion

POMA video development effectively increases exclusive breastfeeding in Darul Ijarah district, Aceh Besar district, Aceh Province.

References

1. Chen S, Binns CW, Liu Y, Maycock B, Zhao Y, Tang L. Attitudes towards breastfeeding the lowa infant feeding attitude scale in Chinese mothers living in China and Australia. *Asia Pac J Clin Nutr*. 2013;22(2):266-9. <https://doi:10.6133/apjcn.2013.22.2.09> PMID:23635372
2. World Health Organization, UNICEF. Global Strategy for Infant and Young Child Feeding. Geneva, Switzerland: World Health Organization. Available from: <http://www.who.int/nutrition/publications/infantfeeding/9241562218/en>. [Last accessed on 2020 Sep 11].
3. Ogbo FA, Nguyen H, Naz S, Agho KE, Page A. The association between infant and young child feeding practices and diarrhoea in Tanzanian children. *Trop Med Health*. 2018;46:2. <https://doi:10.1186/s41182-018-0084-y> PMID:29422772
4. Rollins NC, Bhandari N, Hajeebhoy N, Horton S, Lutter CK, Martines JC, et al. Why invest, and what it will take to improve breastfeeding practices? *Lancet*. 2016;387(10017):491-504. [https://doi:10.1016/S0140-6736\(15\)01044-2](https://doi:10.1016/S0140-6736(15)01044-2) PMID:26869576
5. Kramer MS, Kakuma R. Optimal duration of exclusive breastfeeding. *Cochrane Database Syst Rev*. 2012;2012(8):CD003517. <https://doi:10.1002/14651858.CD003517> PMID:22895934
6. Mohammed ES, Ghazawy ER, Hassan EE. Knowledge, attitude, and practices of breastfeeding and weaning among mothers of children up to 2 years old in a rural area in El-Minia governorate, Egypt. *J Family Med Prim Care*. 2014;3(2):136-40. <https://doi:10.4103/2249-4863.137639> PMID:25161971
7. Lord SJ, Bernstein L, Johnson KA, Malone KE, McDonald JA, Marchbanks PA, et al. Breast cancer risk and hormone receptor status in older women by parity, age of first birth, and breastfeeding: A case-control study. *Cancer Epidemiol Biomarkers Prev*. 2008;17(7):1723-30. <https://doi:10.1158/1055-9965.EPI-07-2824> PMID:18628424
8. Indonesian Ministry of Health. Data dan Informasi Profil Kesehatan Indonesia 2018. [The 2018 Data and Information Indonesia Health Profile]. Jakarta, Indonesia: Kementerian Kesehatan Republik Indonesia; 2018.
9. Bernardo H, Cesar V. Long-term Effects of Breastfeeding: A Systematic Review. Geneva: World Health Organization; 2013.

10. Oddy WH, Kendall GE, Li J, Jacoby P, Robinson M, de Klerk NH, et al. The long-term effects of breastfeeding on child and adolescent mental health: A pregnancy cohort study followed for 14 years. *J Pediatr*. 2010;156(4):568-74. <https://doi.org/10.1016/j.jpeds.2009.10.020>
PMid:20004910
11. Ip S, Chung M, Raman G, Chew P, Magula N, DeVine D, et al. Breastfeeding and Maternal and Infant Health Outcomes in Developed Countries. *Evid Rep Technol Assess (Full Rep)*. 2007;153:1-186.
PMid:17764214
12. Bartick M, Reinhold A. The burden of suboptimal breastfeeding in the United States: A pediatric cost analysis. *Pediatrics*. 2010;125(5):e1048-56. <https://doi.org/10.1542/peds.2009-1616>
PMid:20368314
13. Gartner LM, Morton J, Lawrence RA, Naylor AJ, O'Hare D, Schanler RJ, et al. Breastfeeding and the use of human milk. *Pediatrics*. 2005;115(2):496-506. <https://doi.org/10.1542/peds.2004-2491>
PMid:15687461
14. Shah N, Mathur VP, Kathuria V, Gupta T. Effectiveness of an educational video in improving oral health knowledge in a hospital setting. *Indian J Dent*. 2016;7(2):70-5. <https://doi.org/10.4103/0975-962X.184646>
PMid:27433049
15. Kapti RE, Rustina Y, Widyatuti W. Efektifitas audiovisual sebagai media penyuluhan kesehatan terhadap peningkatan pengetahuan dan sikap ibu dalam tatalaksana balita dengan diare di dua rumah sakit kota Malang. *J Ilmu Keperawatan*. 2013;1(1):53-60.
16. Setyosari HP. *Metode Penelitian Pendidikan and Pengembangan*. Jakarta: Prenada Media; 2016.
17. Notoadmodjo, S. *Promosi Kesehatan Masyarakat Prinsip-Prinsip Dasar*. Jakarta: Rineka Cipta; 2007.
18. Clifford D, Anderson J, Auld G, Champ J. Good Grubbin': Impact of a TV cooking show for college students living off campus. *J Nutr Educ Behav*. 2009;41(3):194-200. <https://doi.org/10.1016/j.jneb.2008.01.006>
PMid:19411053
19. Cottone E, Byrd-Bredbenner C. Knowledge and psychosocial effects of the film super size me on young adults. *J Am Diet Assoc*. 2007;107(7):1197-203. <https://doi.org/10.1016/j.jada.2007.04.005>
PMid:17604751
20. Stuebe A. The risks of not breastfeeding for mothers and infants. *Rev Obstet Gynecol*. 2009;2(4):222-31.
PMid:20111658
21. Battersby, S. Supporting mothers to sustain breastfeeding. *Br J Midwifery*. 2016;24(Suppl 1):1-7.
22. Jones G, Steketee RW, Black RE, Bhutta ZA, Morris SS; Bellagio Child Survival Study Group. How many child deaths can we prevent this year? *Lancet*. 2003;362(9377):65-71. [https://doi.org/10.1016/S0140-6736\(03\)13811-1](https://doi.org/10.1016/S0140-6736(03)13811-1)
PMid:12853204
23. McIsaac KE, Moineddin R, Matheson FI. Breastfeeding as a means to prevent infant morbidity and mortality in Aboriginal Canadians: A population prevented fraction analysis. *Can J Public Health*. 2015;106(4):e217-22. <https://doi.org/10.17269/cjph.106.4855>
PMid:26285193