

## BREASTFEEDING PRACTICES OF PHYSICIANS AND ASSOCIATED COGNITIVE DISCORD

*John W. Hancock*  
University of the Incarnate Word

*Shelley Naiser Hancock*  
University of Texas

*Annette E. Craven*  
University of the Incarnate Word

*The purpose of the present study was to assess the breastfeeding practices of physician mothers, both their personal experience with infant feeding practices and those prescribed in their professional practice. The participants in this study included physician mothers in specialties that prescribe breastfeeding. Primary objectives focused on obtaining pertinent demographic background information on each study participant, their knowledge and practice of current infant techniques, and their reflections on their individual practices when caring for their own child. Important to the analysis was identifying variances between current infant feeding protocol and what alternatives physician-mothers utilized. Using a survey based on the theoretical model of Festinger's theory of cognitive dissonance, we attempted to identify and explain observed variances between infant feeding practices prescribed by physician mothers and those practices used within their own homes and with their children.*