

Positives or benefits

Negatives or costs

Breastfeeding Talk

"Making the Case"

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Objectives

Learn	Learn communication skills that are open, engaging, and easy to understand.
Utilize	Utilize new techniques to establish a trusting relationship by recognizing personal bias and using affirmations to elicit open communication
Acquire	Acquire skills to discuss breastfeeding goals, barriers, difficult situations and feeding methods to support and encourage the continuation of breastfeeding
Set	Set SMART goals to evoke self-efficacy and confidence

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The success or failure of breastfeeding.....is very much shaped by the support and environment in which she lives.

Dr. Nigel Rollins

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Poll # 1

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What role do you have in educating around breast/chest feeding ?

Do you feel your current education provided has an impact on the decision to breastfeed?

When do you start a conversation about breastfeeding with clients?

Do you show any videos/DVDs during the prenatal period that promote breast/chest feeding?

Do you currently have a referral source or provide breastfeeding classes?



What are your current practices?

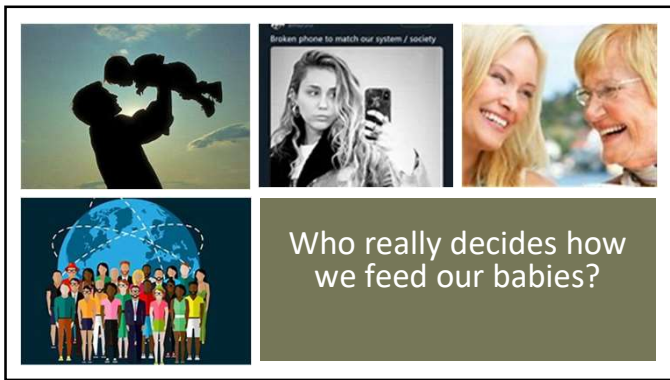
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Poll # 2
Poll # 3
Poll # 4

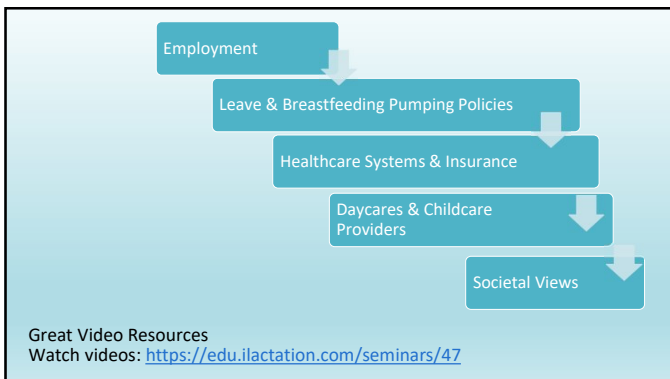
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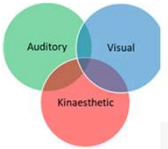


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Learning Styles




Ways to communicate



- Written
- Verbal
- Non-verbal
- Visual

Maslow's Hierarchy of Needs

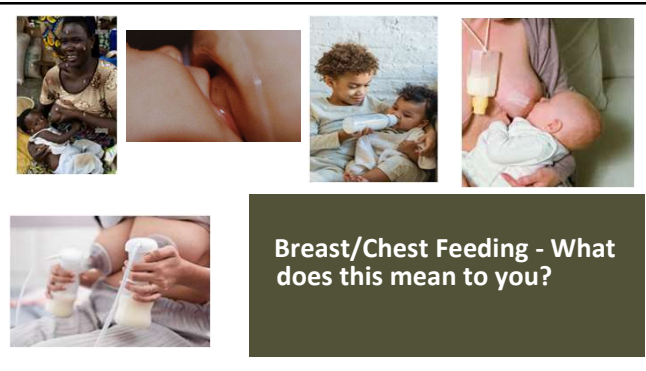


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Examining Bias?

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Breast/Chest Feeding - What does this mean to you?

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Colostrum: The Gold Standard

Colostrum is the thick, often gold-colored fluid that your baby receives during the early days of breastfeeding. Although colostrum is so low in volume that it is measurable in teaspoons, colostrum is concentrated with nutrients and antibodies. By breastfeeding, you provide your baby with the perfect first food.

Your baby will drink about 1 teaspoon of colostrum during each feeding.

Liquid Gold

Risks of Not Breastfeeding

Excess Risk Associated with Not Breastfeeding (%)

Condition	Excess Risk (%)
Obesity and overweight	100
Diabetes and pre-diabetes	178
Alcohol use disorders	257
Childhood obesity	67
Type 2 DM	32
ALL	64
MRI	23
MRI	18
IPD	56
Heart Disease/Stroke	138
Childhood Cancer (relative)	4
Childhood Cancer (absolute)	27

Adapted from Surgeon General's Call to Action: <http://www.surgeongeneral.gov/about/2002report/html/index.html>

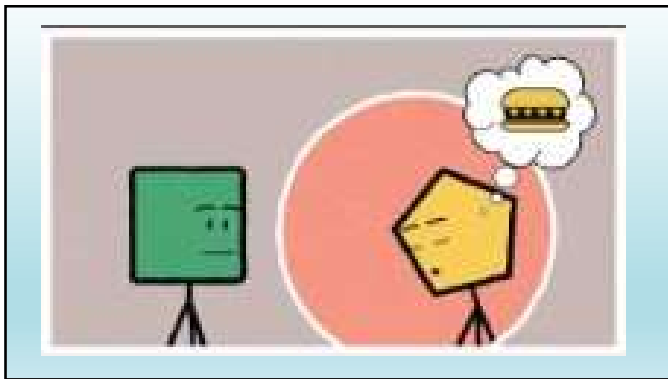
PEER COUNSELING: MAKING A DIFFERENCE FOR NIC FAMILIES

Benefits Vs. Risks

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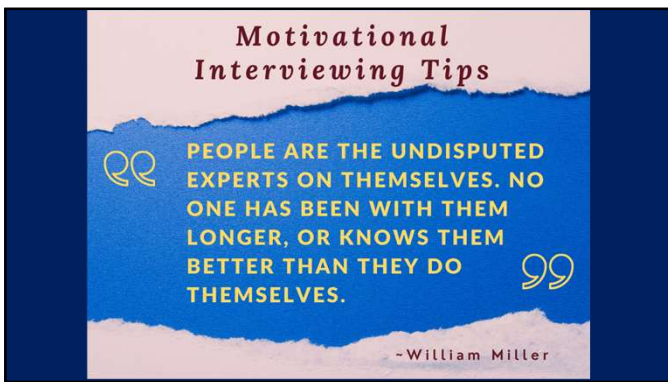
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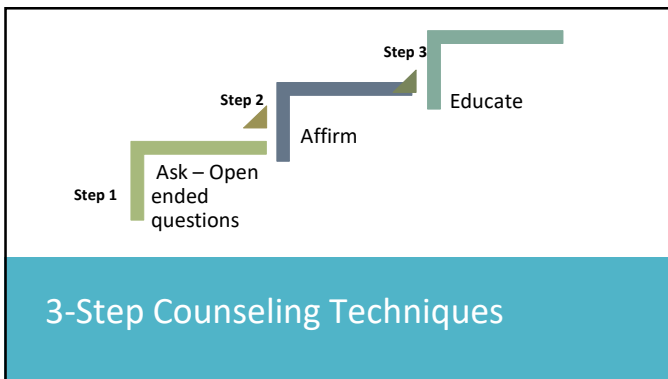
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Step 1 - Ask Open-Ended Questions

Using Probes

Extending probes to get more information: Tell me more about....

Clarifying probes to be sure you understand: In other words you're saying...

Reflecting probes to say her words back to her: So you're worried about...

Redirecting probes to change the subject: I'll give you a referral for that. What other breastfeeding issues would you like to discuss?

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Step Two: Affirm Feelings

Mothers are not ready for information until they feel their opinions have been heard

Allows mothers to GLOW by drawing attention to what they are doing well



"No one cares how much you know, until they know how much you care"
 — Theodore Roosevelt

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Ways To Affirm

- Show her she's not alone
- Read between the lines
- Shine the spotlight
- Show her how she is a good mother
- Let her know what she is doing well

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Group Activity Affirming

Last night was hard we were both up, the baby wanted to nurse constantly I must not have enough milk for her. Should I give her some formula? I don't want her to be hungry.

I thought about breastfeeding, but I can't quit smoking and I heard it isn't good to breastfeed if you smoke.

I haven't started going back to church yet since the baby was born it is too hard to get her to latch with a shield. I would feel uncomfortable if she got fussy in church.


To many of my friends tried to breastfeed and said it was too painful I am afraid to try.

I want to combo feed and do both formula and breastfeeding so others can help because I will be returning to work.

I've heard mothers say they feel trapped and can't get anything done with a baby that breastfeeds.

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Reflection



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Let's Review

Summarizing

After asking open-ended questions and getting information and concerns, affirming then you should summarize what you heard to focus in on where education is needed.

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Step 3: Education


ADULTS LEARN BEST WHEN YOU:

- Target info to mother's concerns
- Feed information in small bites
- Give 2-3 simple options
- Keep it simple
- Reinforce the information




Breastfeeding Class: Using A Pump

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www.yoga-4-you.co.uk




Usda.gov/WIC

Start With the Heart

Tie messages to what the family values

- Being close to baby
- Being good parents
- Sense of success
- Happiness
- Having their children love them




Usda.gov/WIC

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Challenging Situations

- Mom does not talk much
- Dad or mother talks for her
- Mom shares private information
- Mom feels uncomfortable sharing



STEP 3

PRENATAL BREASTFEEDING EDUCATION

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Setting Goals



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Pregnancy

Targeting information during the pregnancy

Studies show that the earlier the education is provided the more success she has with breastfeeding!



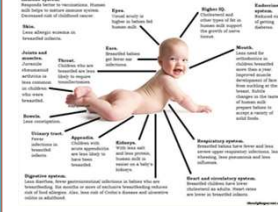
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Healthy Choices

101 Reasons to Breastfeed

1. Breastfeeding is the best nutrition for your baby.
2. Breastfeeding is the most natural way to feed your baby.
3. Breastfeeding is the most cost-effective way to feed your baby.
4. Breastfeeding is the most convenient way to feed your baby.
5. Breastfeeding is the most hygienic way to feed your baby.
6. Breastfeeding is the most flexible way to feed your baby.
7. Breastfeeding is the most comforting way to feed your baby.
8. Breastfeeding is the most bonding way to feed your baby.
9. Breastfeeding is the most protective way to feed your baby.
10. Breastfeeding is the most powerful way to feed your baby.

The Breastfed Baby



Healthier - Breastfed babies are less likely to get sick and recover more quickly from illness.

Smarter - Breastfed babies have higher IQ scores and better school performance.

Stronger - Breastfed babies have stronger bones and teeth.

Healthier - Breastfed babies have lower rates of obesity, diabetes, and heart disease.


Healthier - Breastfed babies have lower rates of asthma and allergies.

Healthier - Breastfed babies have lower rates of ear infections and colds.

Healthier - Breastfed babies have lower rates of diarrhea and stomach issues.

Healthier - Breastfed babies have lower rates of SIDS (Sudden Infant Death Syndrome).

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Trust your body

Getting the best latch - positioning

what to expect in the hospital and early days at home

How to hand express

Laid Back Breastfeeding Positioning

Learn Feeding and satiety cues


Normal infant behavior—sleepy, "second night", growth spurts

Ways to calm a fussy baby

Knowing when baby is getting enough - outputs

- Benefits of breastfeeding/risks of infant formula
- Stages of breastmilk –
 - Colostrum early milk and expected volume
 - Transitional milk – Transition from colostrum to milk
 - Engorgement Phase – What to expect
- Other topics to discuss before birth:**
 - Importance of exclusive breastfeeding
 - Risks of artificial feeding and use of bottles and pacifiers
 - How to know when baby is hungry and satisfied
 - Importance of rooming-in and skin-to-skin
 - Having a breastfeeding plan

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Case Scenario Review

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Supplementation

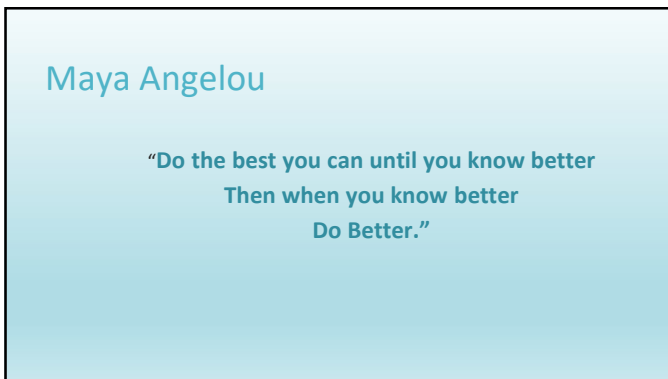
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- <http://wicbreastfeeding.fns.usda.gov/setting-your-breastfeeding-goals>
- <https://www.Britannica.com/science/lactation>
- <http://www.kellymom.com>
- <http://www.llli.org> (La Leche League)
- <http://www.newborns.stanford.edu/breastfeeding>
- <http://www.secretsofbabybehavior.com>
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Resources

<http://wicbreastfeeding.fns.usda.gov/setting-your-breastfeeding-goals>
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Thank You!
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