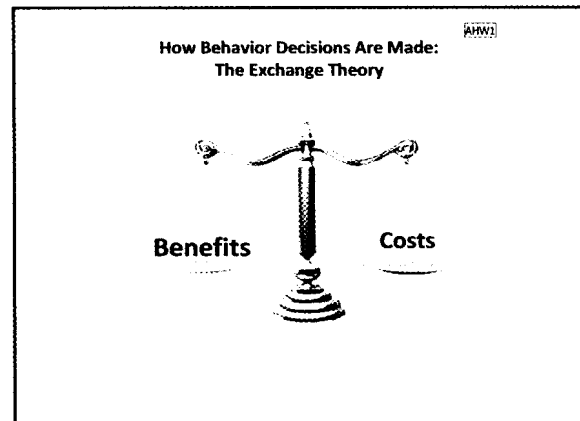


## Module 5

### Barriers to Breastfeeding

- ### Core Competencies
- Acknowledges mothers' concerns about their ability to breastfeed
  - Provides accurate and relevant information to mothers and their families about breastfeeding and emphasizes that most mothers can breastfeed
  - Discusses appropriate solutions to common breastfeeding barriers and provides support and/or referrals as needed

- ### Learning Objectives
- Identify common myths and misperceptions about breastfeeding.
  - Name strategies that address barriers pregnant or breastfeeding women feel will hinder them from initiating or continuing breastfeeding.



- ### Barriers to Breastfeeding: Know Your Weeds!
- "I know breastfeeding is best for my baby, but..."
  - "I've heard it..."
  - "If I do that I won't be able to..."
  - "My mom said..."
  - "My partner said..."

- ### Embarrassment
- Concern when in public or family is present
  - Fear of exposure; lack of privacy
  - Shaped by social norms
  - Difficult for some to discuss
  - Some may want to keep breastfeeding secret
- "You'd have to do what you have to do in front of **everybody** and it would just be strange I think."  
*-WIC Mother, discussing breastfeeding in a focus group*

### Time and Social Constraints

- How can I fit breastfeeding into my busy life?
- Many assume they cannot breastfeed if they go back to work.
- Many unaware they can express their milk.

### Lack of Social Support



- Key support people:
  - Maternal grandmothers
  - Baby's father
- Influence:
  - Decisions to try breastfeeding
  - Length of breastfeeding

### Grandmothers: Key to Success



- Involve grandmothers in education
- Be respectful
- Emphasize grandmothers' supporting role

### Dads Make a Difference



- Mother may assume (incorrectly) dad won't be supportive
- Address father's barriers
- Display messages for dads in your clinic

### Fear of Pain

- Should it hurt?
- Help mothers know what to expect
- Pain means they should call
- Prepare them with contacts/resources during pregnancy



Miami Dade WIC

### Concerns About Milk Production: Confidence

- Underlies many barriers
- Affirm concerns, what mother is doing well
- Build confidence with anticipatory guidance

### Talking with WIC Mothers About Barriers



Miami Dade WIC

- Reassure mothers:  
Many mothers encounter these issues
- Identify strategies that work for her

### Weed Prevention and Control

- Best way to identify barriers: Listen to mothers
- Commonly mentioned barriers:
  - Confidence regarding milk production
  - Time and social constraints
  - Embarrassment
  - Lack of support (Dad, Grandmothers)
  - Fear of pain
- Help mothers identify solutions that work for her

### Breastfeeding Myths



### Who Can Breastfeed?

Mothers with small breasts?

Answer: **Yes**

- Size of the breast does not determine milk production
- Nearly every woman can make enough milk

### Who Can Breastfeed?

Mothers who smoke cigarettes?

Answer: **Yes**

- It is best for a mother not to smoke
- If she can't quit, encourage her to cut back on the amount of cigarettes she smokes per day
- Breastfeeding may help protect the baby
- Educate her about smoking away from baby
- She may wean her baby early

### Who Can Breastfeed?

Mothers who are stressed out?

Answer: **Yes**

- Hormones released during breastfeeding calm mother and baby
- A mother's milk will not "spoil" if she gets upset
- Stress does not decrease a mother's milk supply nor cause her milk to suddenly dry up

### Who Can Breastfeed?

Mothers with poor eating habits?

Answer: **Yes**

- A mother will make good milk for her baby
- Eating a balanced diet helps the mother recover
- Only general food restriction for breastfeeding mother: Don't eat foods that you don't like!

### Who Can Breastfeed?

Mothers who are ill?

Answer: **In most cases...(colds, flu, etc.)**

- Once mother is showing symptoms, baby has been exposed
- Many medications are compatible with breastfeeding
- Only a few conditions where mothers should not breastfeed (e.g., HIV, tuberculosis, illegal drugs, etc.)

### Who Can Breastfeed?

Mothers with implants/past breast surgery?

Answer: **Maybe**

- Any breast surgery or injury may impact a mother's milk supply
- Breast injury, biopsy, or reduction surgery requires a case-by-case assessment
- Yield mother to the WIC Designated Breastfeeding Expert

### Who Can Breastfeed?

Mothers of multiples?

Answer: **YES**



- Mothers of multiples can produce plenty of milk for their babies
- Yield to the WIC Designated Breastfeeding Expert

### Who Can Breastfeed?

Teen Mothers?

Answer: **Yes**

- Teen mothers can make plenty of milk
- Address unique barriers teens have
- Yield to the WIC Designated Breastfeeding Expert and to a Peer Counselor

### Who Can Breastfeed?

Mothers who are pregnant and breastfeeding an older child?

Answer: **In Most Cases...**

- Women can breastfeed while pregnant (unless there is a risk of preterm delivery)
- Yield to doctor and WIC Designated Breastfeeding Expert

### Who Can Breastfeed?

Diabetic Mothers?

Answer: **Yes**

- Breastfeeding is protective for her baby
- Give mom extra support in the first few days to breastfeed often
- Yield to the WIC Nutritionist and Designated Breastfeeding Expert for follow-up

### Who Can Breastfeed?

- Mothers who drink alcohol?
- The Institute of medicine says, "If alcohol is used, advise the lactating woman to limit her intake to no more than 0.5g of alcohol per kg of maternal body weight per day."
- For a women who weighs about 132 pounds this corresponds to approximately 2.5 oz. of liquor, 8 oz. of table wine or 2 cans of beer.

### Who Can Breastfeed?

Mothers who drink alcohol? (cont)

- Alcohol is not trapped in breastmilk.
- The benefits of breastfeeding far exceed the risk of an occasional drink. (Lawrence)
- Physicians should avoid prescribing or proscribing alcohol.

### Summary



- In almost every case breastfeeding should be encouraged
- Refer the mother to the WIC Designated Breastfeeding Expert if you are unsure