

Module 2
Feelings About Breastfeeding

Core Competency

- Recognize how personal beliefs and attitudes influence mothers' breastfeeding decisions.

Learning Objective

- Identify own personal beliefs and attitudes about breastfeeding.

First Time for Everything

- For women to breastfeed
- For WIC staff to address breastfeeding issues

Perceptions of Breastfeeding

- Feelings are part of who we are
- Reflect on:
 - Feelings
 - Experiences
 - Beliefs
- Our job: educate and support

Other Feelings to Consider

- Embarrassment
- Guilt

Responsibility of WIC staff

- Inform and educate families regarding infant feeding choices incorporating evidence-based information not personal feelings or experience
- Provide a comfortable , accepting atmosphere where families feel comfortable regardless of their infant feeding choice

What If I'm Not an Expert?

- Planting seeds
- Be an expert...
in encouragement!
- Know who is the expert and refer families appropriately

Summary

- As we focus on becoming more competent in helping WIC mothers with breastfeeding, an important first step is to explore our own experiences so that we can better understand where our feelings originated.