

Module 4 Promoting and Encouraging Exclusive Breastfeeding

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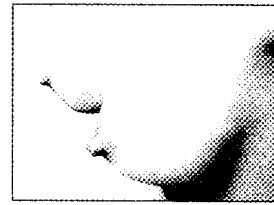
Core Competencies

- Promote exclusive breastfeeding without formula supplementation.
- Explain the effect of formula supplementation on a mother's milk production.
- Provide realistic strategies to mothers on how to feed their baby only breastmilk and appropriate support and/or referrals as needed.

Learning Objectives

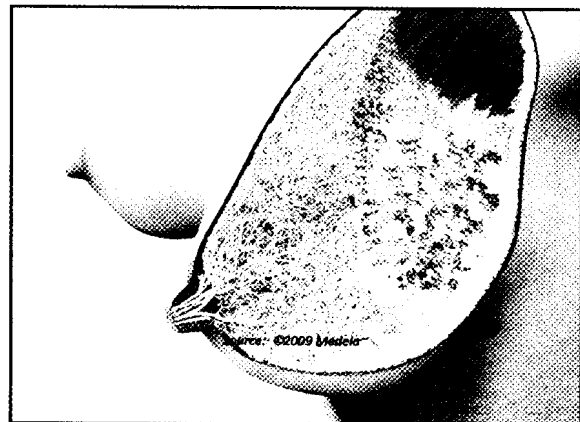
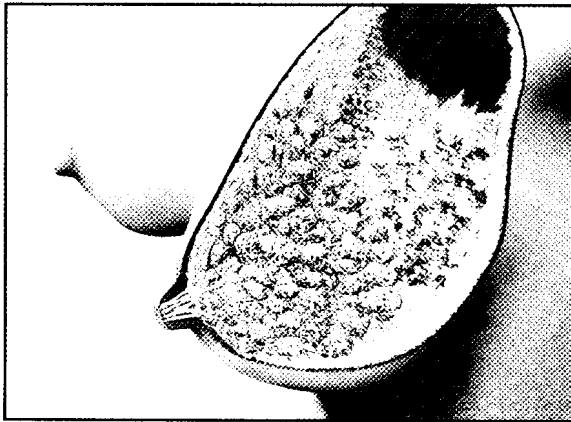
- Explain how the breast makes milk.
- Identify factors that affect milk production and the breastfeeding relationship.
- Recognize how the food package supports exclusive breastfeeding.

Getting Ready for Milk Production



Source: ©2009 Medela

Around the middle of pregnancy, women begin to make milk for their babies. This milk is made because of the hormones present during pregnancy. This special milk is called colostrum.



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Inside the Breast – Milk-Making Tissue



Source: ©2009 Medela

- Milk-making cells (alveoli) develop during pregnancy
- After delivery of the baby, the milk-making cells begin to make milk in greater volume

Inside the Breast – Ducts that Move Milk



- Around the milk-making cells are muscles that contract and push the milk into the ducts
- The baby can remove the milk now by sucking

How Do....

- the milk making cells know when to make milk?

PROLACTIN

- the muscles know when to contract and release milk?

OXYTOCIN

Hormones of Lactation

Prolactin

- Makes milk
- Mother feels protective of baby

Oxytocin

- Releases milk
- Enhances mother-infant bonding



Infant is held and suckles

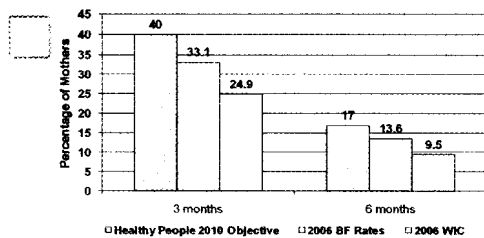
Oxytocin
Prolactin

Exclusive Breastfeeding

- Definition: "An infant receiving only breast milk and no other liquids or solids except for drops or syrups consisting of vitamins, minerals, or medications" (Centers for Disease Control)
- Exclusive breastfeeding has the strongest effect on infant and maternal health outcomes.

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Exclusive Breastfeeding Objectives



Hospital Practices that Affect Exclusive Breastfeeding

- Infant formula samples and discharge bags
- Unnecessary formula supplementation
- Pacifier use
- Insufficient breastfeeding support

When Mothers Start Feeding Infant Formula

- 52% of babies are being supplemented with infant formula in the hospital
- 61% of new mothers regularly give formula by 3 months
- Half of new mothers have already started solid foods by 4 months
- Half of WIC breastfed infants are fed formula during the first two weeks

Why Mothers Offer Formula

- Lack of confidence in their milk production
- Lack of awareness of newborn behaviors
- Concern that they cannot see how much the baby takes
- Received formula from the hospital
- Only able to express a small amount of breastmilk
- True physical issues that affect production

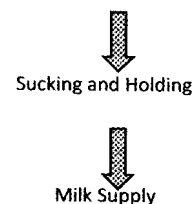
Cultural Factors



West Dade, FL WIC

- Beliefs about colostrum
- Wanting to fit in with the social norm
- Participant-focused discussion makes a difference
- Use culturally appropriate materials

- Formula
- Solid Foods
- Pacifiers
- Lack of Self-confidence
- Lack of Education
- Cultural Beliefs



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What WIC Staff Can Do



Unity Health Care WIC
Washington, D.C.

- Use open-ended questions to explore concerns
- Praise the mother
- Teach basic breastfeeding technique during pregnancy
- Yield

How the Breast Makes Milk: Keep it Simple



Photo courtesy of Liz Brooks, IBCLC

- A good foundation helps build long-term production
- Breastfeed frequently (8-12 times every 24 hours)
- Avoid infant formula supplements in early days

WIC Food Packages that Support Exclusive Breastfeeding



- Breastfeeding food package designed to help mothers exclusively breastfeed to establish a good milk production
- WIC food packages provide:
 - For infants: Priceless breastmilk of mother
 - For mothers: extra foods and support from WIC to continue breastfeeding exclusively

Case Study:

North County Health Services, California WIC

- No formula routinely issued in 1st month
- Prenatal education and proactive, targeted contacts just before delivery or early postpartum
- Increased rates of exclusive breastfeeding at 1 and 2 months
- 25% still breastfeeding at 10 months compared to 6.5% in control group

Lessons Learned from North County Health Services Policy Changes

- Provide anticipatory guidance during pregnancy and critical weaning points
- Train staff in assessment and counseling
- Conduct targeted contacts and referrals
- Support from all staff makes the difference

Talking with Mothers about WIC Food Packages



Miami-Dade WIC

- Begin the discussion during mom's pregnancy
- Breastfeeding exclusively builds milk production and increases feeding options
- Every bottle of formula is that much *less* breastmilk mom's body makes

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Using 3-Step to Encourage Mothers to Exclusively Breastfeed

- Open-ended questions
 - What are people telling you about your milk production?
 - What goals do you have for breastfeeding?
- Affirmation
 - Many mothers worry about making milk.
 - What a great mom you are for breastfeeding!

Education

- Every bottle of formula given to the baby is that much *less* milk removed from the breast
- Offering supplements decreases milk production
- Offering bottles can interfere with baby learning to breastfeed

Anticipatory Guidance

- Breast changes occur throughout pregnancy and lactation
- Hold infant skin-to-skin in first hour
- Continue breastfeeding at least 8-12 times every 24 hours
- Follow the baby's signs he is ready to eat
- Position/latch infant to assure milk transfer
- Avoid formula supplements
- Watch for growth spurts or frequency days
- See baby's doctor within 3-5 days after birth

Summary

- Importance of exclusive breastfeeding
- How the breast makes milk
- Exclusive breastfeeding helps mothers establish and maintain production
- Each WIC staff member plays a role in encouraging mothers to exclusively breastfeed