

MYTH- BUSTING and Baby Friendly: Coping with Fact and Fiction

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MN Breastfeeding Coalition Workshop

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Baby Friendly Hospital Initiative: MYTHS

- “You are going to “force” moms to breastfeed and they ‘ll feel guilty if they don’t”
- “You’re going to make moms pay for formula?”
- “Formula fed families will be discriminated against”
- “It is a cost cutting measure to get rid of the nursery”
- “You are leaving out the moms- what about being Mother Friendly?”
- “...the moms are so exhausted, how can you MAKE them take care of their baby and not use the nursery?”

Myth Busting with Facts: Rooming In

- Exclusive breastfeeding at discharge was 81⁰% for full rooming in vs. 42.9⁰% for partial rooming in.¹
- Increased milk volumes on day 4 for mothers rooming in with their infants²

1.Zuppa et al. 2009. J. of Maternal Fetal and Neonatal Medicine. 2009, Vol. 22, No. 9 , Pages 801-805

2. Bystrova K, et al. Int Breastfeed J 2007.

Myth Busting: Rooming In



What about sleep?

Mothers whose babies are cared for in the nursery **do not** report better or longer sleep than mothers who room-in with their babies at night

(Keefe, M. *JOGNN*. 1988)

Step 7: Myth- Busting about Rooming-In

- Rooming-in **does not** mean parents are left alone without support- nursing staff present to help with breastfeeding and baby care and teaching throughout hospital stay
- Parents can learn ways to calm and sooth their baby. They need to learn and practice this **BEFORE** going home when they are on their own!
- If mom's milk supply is low in 1 week she will be even more exhausted than in first few days after birth!

Scripts for staff about Rooming-In

- Emphasize culture of doctors and nurses “coming to the bedside” to provide care
- “this is what we do here”- this is our routine and this is why...
- ”we do not have a well baby nursery”
- “this is the family room- it is the room for mom AND baby”
- Only “sick” babies go to the “Medical Observation Unit”
- “Let me help you get some rest with your baby right here next to you” (in bassinet)
- “your baby will sleep better right next to you”
- “You learn how to care for your baby before you go home”



BABY FRIENDLY HOSPITAL INITIATIVE:

Baby Friendly,

Mother Friendly,

Family Friendly

...helping ALL families reach their infant feeding goals



The Baby Friendly Hospital Initiative..... is about providing clinically excellent care to moms and babies.

It is maternity care that emphasizes *best practice in infant feeding* breastfeeding support for mothers who choose to breastfeed and instruction about safe formula feeding for mothers who choose formula for their babies.



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