

STEP TEN:

“Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or birth center.”

OR

Postpartum Lactation Support



Summary of THE RESEARCH about Step 10

- Lactation support increases both duration and exclusivity of breastfeeding
- Support is most effective when provided in *both* lay and professional settings
- In-person and telephone support are both helpful



Step 10 in the HOSPITAL SETTING OR BIRTH CENTER:

- Send families home with:

1) AN APPOINTMENT – scheduled follow-up visit in a couple days
(or sooner if indicated)

2) A LIST – who to call and where to go for breastfeeding help
keep it short – no need to overwhelm the sleep-deprived

(and a baby. Or two. Or three.)



Step 10 in the OUTPATIENT SETTING:

- Compile the BIG LIST – know what's out there for breastfeeding support
 - 1) National Resources: LLL, WIC, ILCA, DONA, National Women's Health Information Center Breastfeeding Helpline
 - 2) Local Resources: hospitals, clinics, local WIC offices, birth centers, private lactation consultants and doulas, childbirth education centers
 - 3) Equipment: hospitals, medical equipment suppliers, pump manufacturers
- * Example of a BIG LIST for the Twin Cities on annelippin.com



Alphabet Soup – or There’s a C in my CLE

- CLEC, CLE, CCLE, CBS, BC, CLC, CLS, IBCLC

- ACK!

- “The Landscape of Breastfeeding Support”

<http://massbreastfeeding.org/wp-content/uploads/2013/06/Landscape-of-Breastfeeding-Support-03-31-14.pdf>

Explains training, accreditation, recertification, scope of practice.

What about ZipMilk?

- Massachusetts Breastfeeding Coalition started it
- State breastfeeding coalitions gather breastfeeding resource information and enter it into database
- Go to ZipMilk.org and type in your zipcode to find breastfeeding support – GEOGRAPHICALLY USER-FRIENDLY
- \$300 start-up fee and then \$100 per year
- Available in Georgia, Louisiana, Massachusetts, New Jersey, North Carolina, Wisconsin. NOT in Minnesota. Yet.
- ZipMilk is only as good as the people who maintain the data

QUESTIONS?

annegardens@comcast.net

annelippin.com

