Prenatal Breastfeeding Education

1. Describe key breastfeeding message for families to hear during prenatal care counseling
2. Explain how to implement teaching resources including the Minnesota Breastfeeding Coalition Prenatal Toolkit in the prenatal clinic setting
3. Outline content that is important to review during prenatal education about breastfeeding and discuss clinic workflow
4. Discuss multicultural approaches to prenatal breastfeeding education in a diverse community

BFHI Hospital and the Community

• Collaboration channels
  – Step 3 prenatal education in clinics
  – Step 10 hospital discharge planning
• Consistent messaging helps moms
• Join your local breastfeeding coalition

A Hidden gem on MN BF Coalition website

How obstetric providers can enable women to achieve their breastfeeding goals

• Alison Stuebe, MD, MSc, FACOG, FABM
  astuebe@med.unc.edu
  Carolina Global Breastfeeding Institute
  Events tab: 3rd annual Hospital Leadership Summit

Step 3 Inform ALL pregnant women about the benefits and management of breastfeeding


Guidelines: these represent the standard of care that facilities should strive to achieve for all patients

Evaluation Criteria: these represent the minimum standard that a facility must achieve in order to become Baby-Friendly designated
Prenatal Education should cover

• The importance of exclusive breastfeeding
• Non-pharmacological pain relief methods for labor
• The importance of early skin-to-skin contact, early initiation of breastfeeding
• Rooming-in on a 24-hour basis
• Feeding on demand or baby-led feeding
• Frequent feeding to help assure optimal milk production
• Effective positioning and attachment
• Exclusive breastfeeding for the first 6 months
• Breastfeeding continues to be important after 6 months when other foods are given

Baby Friendly Hospital Initiative

Step 3

Step 3 guideline continued

Note: Individualized education on the documented contraindications to breastfeeding and other special medical conditions should be given to pregnant women when indicated

MBC Prenatal Toolkit can be used as a guide to individual counseling
— personalize with 3 step counseling

Prenatal Education – what works?

• Patnode et al 2016 - confirms effectiveness of combined prenatal and post-partum interventions
• Cochrane review 2016 – prenatal education alone is not effective
• Wouk et al JHL 2017 - prenatal education alone can work when combined with interpersonal support and when family members are included

Effective Prenatal Education

• No consensus on which modality is best
  — Class, handouts, one-to-one
• Handout alone has no impact on outcomes
• Hawkins et al 2015 - Significant gain for low income populations at the system level (BFHI)

Non-Western women and prenatal care

Borleider et al 2013

• Major barriers to prenatal care
  — Language
  — Lack of knowledge about Western medical care
  — Few care providers of same culture and language
  — Perceived lack of respect or interest by provider
• Facilitating care
  — use interpreters
  — Address fears and concerns (3 step, 1:1)
  — Pay attention to transportation and access issues
  — 1 tidbit: Rename classes prenatal sessions
Inspiration for MBC Prenatal Toolkit

- Colorado Can Do 5
  - Based on research on most impactful steps of BFHI (Birth September 2007)
- Washington County Breastfeeding Coalition

  Keys to Successful Breastfeeding handout

Inspiration Piece 2

- Sutter Davis Hospital - clinical teaching tool
  - fulfills requirements for BFHI Step 3
  - Simple layout – a clinic teaching tool
  - MN Breastfeeding Coalition Prenatal Toolkit

  adapted original version with permission
  - Current edition has 7 topics on separate pdfs

Keys to Successful Breastfeeding

Washington County BF coalition – MBC website

- Practice skin-to-skin care to help breastfeeding
- Keep baby with you in your room
- Breastfeed frequently (i.e. no pacifier or bottle)
- Plan to feed only breast milk (i.e. no formula)
- Ask for help with breastfeeding

Inspired by Colorado Can Do 5 program and MA BF coalition handout Making Milk

MN Prenatal Toolkit

- Versatile
  - OB clinic
  - Individual page handouts for Pediatric clinic
- Original English and Spanish versions
  - Still available on MBC website
- New Edition – several size versions
  - Low resolution for dial-up internet connections
  - Publishable version for professional printing
- Need: translated versions – volunteers?

The toolkit can be downloaded at: [www.mnbreastfeedingcoalition.org](http://www.mnbreastfeedingcoalition.org)
What’s New?

- New layout by Lori Lorenz
- Table of Contents - page numbers match the topics
- New photos – by permission
  - greater diversity of women so all can see themselves reflected
  - photos model effective position, deep latches, or happy moms
    - Helpful images to be mirrored by moms later
    - National Coalition photo library and other sources
- New Topics, New Information

- New topics – based on hcp user feedback
  - Stimulating milk flow, getting through engorgement
  - Hand expression, pumping – introduce the idea
  - Pasteurized human milk – from Donor Milk packet
- New information
  - importance of removing milk in first hour after birth - anticipatory guidance - high risk delivery

Basic Strategies

- Mother-baby togetherness
  - What to expect in hospital: STS, family room
- Why breastfeed, Why exclusively breastfeed
- How to Breastfeed
  - Early and often
  - What is normal – infant behavior, milk volumes
  - Skills – concepts not details
- When to get help – yes, problems can be fixed
  - OB staff education – learn recommended practices
**Breastfeeding is Good for Moms**
- Helps you avoid developing breast tendens and breast cancer.
- Breastfeeding helps you bond with your baby and protect against postpartum depression.
- Breastfeeding can help you stay on track with your pre-pregnancy weight more quickly.

**Breastfeeding is Good for Babies**
- Breastfeeding helps to keep babies healthy and protect them from infections.
- Breast milk contains antibodies, growth factors, enzymes and hormones that provide the baby with the best possible nutrition.
- Breastfeeding provides lifelong health benefits.
- Breastfeeding helps to create strong bonds between mother and baby.

**Breastfeeding is Good for Families**
- The whole family benefits from breastfeeding.
- Breastfeeding helps to prepare for feeding and menopause.
- Breastfeeding helps to prepare for feeding and postpartum depression.
- Breastfeeding helps to prepare for feeding and postpartum depression.

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**Early Skin-to-Skin Contact**

**What is Skin-to-Skin?**
- Skin-to-skin contact is when a baby is placed next to the mother (fully clothed or unclothed) and the mother (fully clothed or unclothed) is positioned next to the baby.

**What does Skin-to-Skin Do?**
- Skin-to-skin contact helps to facilitate breastfeeding.
- Skin-to-skin contact helps to facilitate breastfeeding.

**How Does Skin-to-Skin Help Breastfeeding?**
- Skin-to-skin contact helps to facilitate breastfeeding.
- Skin-to-skin contact helps to facilitate breastfeeding.

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**Feeding on Cue**

**What is Feeding on Cue?**
- Feeding on cue means feeding your baby when they show signs of hunger.

**What are the Advantages of Feeding on Cue?**
- Feeding on cue means feeding your baby when they show signs of hunger.
- Feeding on cue means feeding your baby when they show signs of hunger.

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**Helping Baby Latch**

**Baby’s First Feeding**
- Babies are usually born with the ability to suckle, but this is the first time to start breastfeeding.
- After the first feeding, the baby should be offered more often.
- Hold your baby close to your breast, and the latch will occur naturally.
- Breastfeeding helps to increase milk production.

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**The Family Room: Keeping Baby Near**

**What About Sleep?**
- Most newborns need to sleep for 12-15 hours a day.
- Babies need a lot of sleep to help them grow and develop.

**What are the Benefits of the Family Room?**
- Babies need to be close to their parents for comfort and attachment.
- Babies need to be close to their parents for comfort and attachment.

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**Breastfeeding: Off to a Good Start**

**Breastfeeding: Off to a Good Start**
- Breastfeeding: Off to a Good Start
- Breastfeeding: Off to a Good Start
- Breastfeeding: Off to a Good Start
Feed Only Breast Milk in the First Six Months

Why Breast Milk?
- Brings your baby’s body, brain, and immune system as close to perfect as possible
- Breast milk is the best source of the nutrients your baby needs, especially iron, calcium, and vitamin D
- Breastfeeding reduces your baby’s risk of infections, allergies, and asthma
- Breastfeeding reduces your risk of breast and ovarian cancer
- Breastfeeding can help regulate your baby’s weight

Before giving your baby breast milk, make sure your milk is safe to drink.

First Milk is Called Colostrum
Colostrum is the first milk that baby gets at birth. It is thick and yellowish, with a sweet taste.

How Do I Know My Baby Is Getting Enough?

What tells your baby is getting enough milk?
- Baby gains weight
- Baby changes his urine
- Baby looks alert and active
- Baby’s sleep patterns change
- Baby’s diaper changes increase

What does not tell you about baby getting enough:
- Baby’s sleep patterns change
- Baby is not feeding
- Baby is fussy

Helping Milk to Flow

If the breast is very engorged or stiff
- Massage the breast into the nipple
- Use warm water
- Try pumping

Hand Expression

Using your hands to bring milk out of the breast is a basic skill that is worth practicing.

Expressing Milk: Pumping

Ask your nurse or lactation consultant for help in learning this skill as soon as baby arrives.

Hand Expression Video
Click to watch.

Expressing Milk: Pumping
Ask for help if it hurts or if it is hard for you to express milk.
- A hands-on lactation consultant can help you.
- A breast pump can also be helpful.

Breastfeeding is not painful. It is normal to feel some discomfort when starting out.

Breastfeeding is the best way to feed your baby. It is also the best way for you to bond with your baby.

Breastfeeding will increase your milk supply.

Breastfeeding is the best way to prepare your baby for life. It is the best way to prepare you for parenthood.

Breastfeeding is the best way for you to feel healthy.

Breastfeeding is the best way for your baby to feel healthy.
**Pasteurized Human Milk**

**What is it? Who supplies it?**
Pasteurized human milk is a form of milk that is collected from donors who provide it voluntarily. Donors are typically screened for health and safety, and the milk is processed to ensure it is safe for use.

**Why is it preferred to formula?**
Pasteurized human milk is preferred because it provides all the nutrients and vitamins that are necessary for growth and development.

**Where to find it?**
Pasteurized human milk is available at many hospitals and community milk banks.

A milk bank or a local depot can also help mothers who need milk from donors become a donor. Donors receive milk at no cost to themselves and are not paid.

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**Labor, Birth and Delivery**

**Ways to Support labor...**
- Take a sit-down break with your partner.
- Stay out of bed and upright, walking, standing and showering.
- Use distracting ball to rub or lean over.
- Use the doula while in labor.

**Don’ts during labor...**
- Consider a water birth if the mother wants it and is healthy.
- Provide a comfortable transition for the baby and comfort for labor.
- Consider hiking in labor. This will support you and guide you throughout your labor and can help with breastfeeding later.

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**Breastfeeding, Gift for a Good Start**

We want to help you and your baby get off to a good start. Let's make breastfeeding as easy as possible.

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**Breastfeeding Support**

Breastfeeding can be hard, but it doesn't have to be. With the right support, you and your baby can succeed.

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**We Want Expressions to last!**

To ensure the best outcomes for all babies, please follow these guidelines:

1. **Breastfeeding pump infection**
   - Avoid breastfeeding if the milk is not to your liking.
   - Do not use breast milk if the taste is off.
   - Consult your health care provider if you have any concerns.

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