

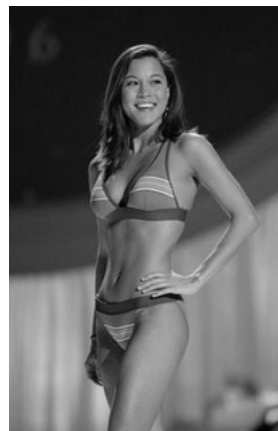
# Prenatal Breastfeeding Education

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## Impact of Culture Change

- Rise of formula
- “Scientific” food better
- Infant feeding purview of physicians not moms
- Decrease role models
- Sexualization of the female breast



## Research

- 1996 - study in Chili  
found excl. BF at 6 mo.  
Control - 32%  
Interventions (all 6)  
-67% ( $p < 0.0001$ )
- 2005 - culturally-tailored  
ed. ↑ Hispanic BF by 14  
days



## Prenatal ed. of women planning C-sections

+ attitude - 88.9% vs 79.8%

↑rooming in -87% vs 63%

↑excl. BF in hosp. -79.6% vs 52.2%

**↑excl. BF at one mo. - 75.9% vs 34.7% ( $p < 0.001$ )**

## U.S. Preventive Services Task Force Review

- Pre and postnatal interventions combined with lay support yield the most benefit



## Goals of Prenatal BF Education

- Breastfeeding is normal
- Increase mom's confidence
- Offer realistic expectations



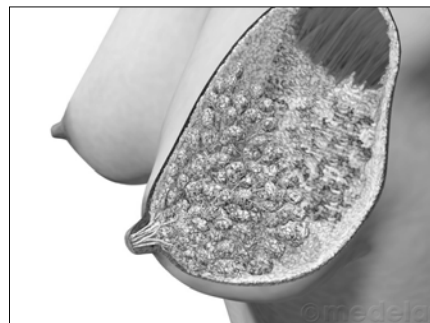
## Breastfeeding is Normal

- Benefits of BF exclusively
  - Top Ten Reasons to Breastfeed
  - Choose Breastfeeding
- Risks of formula feeding
  - Breastfeeding 101
- Debunk common myths
  - Group discussion



## Build Confidence with Anticipatory Guidance

- You were MADE to breastfeed
- How the breast works
  - Simple anatomy of the breast
  - Demand & Supply
  - Colostrum & tummy size



## Make Breastmilk? Yes, you can!

- Initial Skin -to-Skin contact
  - Hold Me, Mom card
- Getting started
  - Proper position & Latch-
    - How to Breastfeed – page 1 & 2
    - Four Steps to a Great Latch



## Getting off to a good start

- Rooming in
- Baby led feeding (hunger cues)
- Feed within first hr.
- Getting enough?
- Avoid bottles & pacifiers



**AVOID!!**

How to Breastfeed booklet, Hunger Cues magnet, & Make Breastmilk? Yes you can! poster

## My Birth Plan

- Starts mom & helpers thinking about delivery
- Helps her plan for when she returns home
- Lets hospital know what mom wants during and after delivery



## Teaching Adults

- Classroom aversion
- No “talking heads”
- Like to share experiences
- Learn using different senses
- Need to know vs nice to know



## Teaching Techniques

- Posters, self learning modules, Bulletin Boards
- Videos
- Demonstrations
- Games
- Support groups



## Areas for improvement

- Increase partner & other support person education
  - Breastfeeding-How Dads Can Help
  - Breastfeeding Pledge
- Utilize *Women's Ways of Knowing* findings
- Explore “Centering Model of Care” for BF education
- Tap into new social networking medium

## The Promise of Peers

- HX of peer support in Ohio WIC
  - 2004- 11 counties
  - 28 peers
- Current expansion
  - 150 peers statewide
  - average hourly rate is \$10.69 (range \$7.48 - \$13.96)
  - Already seen ↑ in initiation



## Future of Peer Program

- Funding ?
- Training
- Senior peers
- ↑ IBCLCs in WIC or contracted



## Peer Success stories



## Future BF Program Efforts

- Appalachian culture - lowest BF rates in Ohio
  - 40.8% vs 47.4%
- African American – implications of recent billboard
- ↑ community BF education
  - Churches, synagogues, mosques
  - Women's & men's groups
  - Schools K-12



## Summary



- WIC works hard to prepare moms to BF successfully
- WIC is enhancing its support system
- Working together to give a consistent message
  - Building Bridges ½ workshop