



The Maryland Department of Health and Mental Hygiene
 Hospital Breastfeeding Policy
 Maternity Staff Training Program

Promoting Breastfeeding During Pregnancy
 Session 4



Objectives


- › Name two reasons why breastfeeding is the normal way to feed infants
- › Identify teaching points to share with pregnant women
- › State the American Academy of Pediatrics' breastfeeding recommendation



Source: Maryland DHMH Program

Breastfeeding Used to Be the Cultural Norm


How did we get from there to here?



Source: J. Brown

Breastfeeding Promotion

- › Preconception care
- › Prenatal education
- › In hospital
 - Enthusiastic support
 - Consistent information




Source: United States Department of Agriculture

Five Barriers to Breastfeeding

- › Lack of confidence
- › Embarrassment to breastfeed in public or in front of others
- › Loss of freedom
- › Concerns about dietary practices, health practices, and discomfort
- › Influences of family and friends

How to Counsel Women About Breastfeeding

- › Ask open-ended questions
- › Validate the woman's concerns
- › Educate, targeting her specific concerns



Source: United States Breastfeeding Committee

Use Open-Ended Questions

- › What have you heard about breastfeeding?
- › What do you know about breastfeeding?



Source: United States Breastfeeding Committee

Validate Feelings

- › Establishes rapport
- › Tells the mother you are listening to her
- › Increases the effectiveness of your teaching



Source: United States Breastfeeding Committee

Educate and Provide Support

- › Provide accurate, consistent information
- › Correct misinformation
- › Teach hands-on skills
- › Tie messages to what mothers value
- › Provide information appropriate for cultural needs and education level



Source: United States Breastfeeding Committee

Methods of Education

- › Individually
- › Group sessions
- › Support groups



Source: United States Breastfeeding Committee

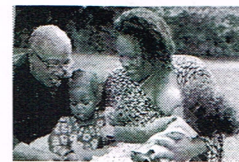
A parent cannot make a good decision unless it is an informed decision



Source: United States Breastfeeding Committee

Breastfeeding is the Normal Way to Feed Babies

- › Species specific
- › Most complete form of infant nutrition



Source: United States Breastfeeding Committee

Breast Milk: Custom Made for Baby



Source: United States Breastfeeding Committee

- › Human milk is not uniform and changes composition to meet the baby's needs
- › Colostrum differs from mature milk
- › Foremilk differs from hindmilk
- › Breast milk changes over time
 - As the day goes on
 - As the baby gets older

Breastfeeding Benefits for Baby

- › Lower incidence of
 - Otitis media
 - Allergies
 - Gastrointestinal infections
 - Respiratory tract diseases
 - Asthma
 - Obesity
 - Diabetes
 - Childhood leukemia
 - SIDS
- › Higher IQ



Source: United States Breastfeeding Committee

Breastfeeding Benefits for Mother

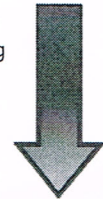
- › Quicker return to pre-pregnancy size
- › Lower incidence of
 - Obesity
 - Type II diabetes
 - Breast cancer
 - Ovarian cancer
 - Osteoporosis
 - Rheumatoid arthritis



Source: United States Breastfeeding Committee

Social and Economic Benefits

- › Reduced healthcare costs
- › Reduced employee absenteeism
- › Reduced direct cost of breastfeeding compared to costs of formula



Exclusive Breastfeeding

- › Exclusive breastfeeding recommended for the first 6 months
- › Recommended for breastfeeding to continue for at least the first year of life and beyond, as long as mutually desired by mother and child
- › Dose-response relationship



Source: United States Breastfeeding Committee

Antenatal Breast and Nipple Preparation

- › Prenatal clinical assessment and history
 - Exploration of feeding decision and breastfeeding concerns
 - Previous delivery and breastfeeding history
 - Previous breast or chest surgery
 - Previous breast trauma
 - Breast changes during pregnancy

Examination of Breast

- ▶ Normal breast changes during pregnancy
 - Leaking of colostrum
 - Darkening of the areola
 - Increased nipple sensation
- ▶ Physical characteristics
 - Eversion/inversion of nipples
 - Surgical scars
 - Unusually shaped breasts
 - Marked discrepancy in size of breasts



Source: University of Maryland System Chesapeake Medical Center

Pinch Test



Source: University of Maryland System Chesapeake Medical Center
Inverted nipple



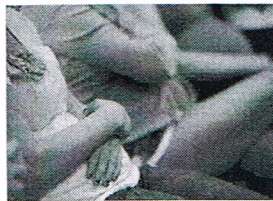
U.S. Breast Care - A Program For Breastfeeding Allies. Used with permission.
Pinch test



Source: Wilson-Claib, A. (2007)
Everted (ideal) nipple

Special Considerations

- ▶ Nursing during pregnancy
 - Nipple soreness is often reported
 - Abrupt weaning should be avoided



Source: United States Breastfeeding Committee

Conclusion

- ▶ During prenatal education, convey a few simple, targeted messages
 - Breastfeeding is desirable and achievable
 - Professional help and community support are available
 - Breastfeeding should be comfortable
 - Exclusive breastfeeding is important
 - Prenatal nipple and breast preparation have not been proven effective



Source: Wilson-Claib, A. (2007)

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