

Illinois WIC Talk: Mommy's Milk

Cover Page

Topic

- Discuss the basics of starting breastfeeding with pregnant mothers

Target Audience

- Pregnant women who have decided to breastfeed

Key Messages

- A good latch (attachment) and breastfeeding positioning are important for good breastfeeding
- Babies signal when they are hungry and when they have had enough to eat
- If needed, self-breast milk expression and pumping are options.
- WIC offers resources to help mothers with breastfeeding.

Handouts

- DHS Best for Baby
- DHS Breastfeeding is a Special Time
- DHS FYB 0-12 months and Newborn insert
- Breastfeeding Resource List (local agency developed)
- DHS Breastfeeding Bill of Rights (Optional)

Supplies

- Breastfeeding Dolls or Blankets to make pretend babies (Optional)
- Cloth demo breast or projector and laptop for video clips (Optional)
- DHS "WIC Breastfeeding Food Packages" Flipchart
- PowerPoint, "Breastfeeding Position and Hand Expression." (Attached)
- Projector and laptop to show "YouTube" videos listed below. (Optional)

References & Presenter Resources

- *Breastfeeding*. Rochester, NY: Childbirth Graphics, 1991. Print.
- "How to Pump using a Manual Breast pump." Video log post. *Jessica on Babies*. Web. <https://www.youtube.com/watch?v=eZ1vi-GA-1s>
- Nagin, Melissa. "How to Use a Breastpump." Video log post. *How to Breastfeeding Videos*. Howcast.com, n.d. Web. <https://www.youtube.com/watch?v=Tsoz0B9CFk8> 26 Jan. 2015.
- Nagin, Melissa. "How to Hand Express." Video log post. *How to Breastfeeding Videos*. Howcast.com, n.d. Web. <https://www.youtube.com/watch?v=x-yt-cl=84503534&x-yt-ts=1421914688&v=NYdDJ5IYH2c>
- Nagin, Melissa. "The Marmet Hand Expression Technique." Video log post. *About.com*, n.d. Web. <https://www.youtube.com/watch?v=y1iZiBYoUj0>

Evaluation

- What is one thing you have learned today about breastfeeding your baby?
- How do you feel about making a decision on how to feed your baby?
- Who will you call when you need help breastfeeding your baby?

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1) Topic Overview

The following summarizes open ended questions used during the group session on page 3. These questions can also be used during Individual Education to facilitate the discussion around this topic. Offer handouts listed on the cover page.

OPEN:

- Ask that participants introduce themselves, if they know they are having a boy or girl and one characteristic or feature they hope their baby has when he or she is born.
Individual Education: Follow up on previous goal (if applicable).

DIG:

- What experiences have some of you had with breastfeeding or with friends who have breastfed?

Bring the Baby to the Breast

Show proper latch (attachment) on breast [attached PowerPoint (Slide #3)], or with a video/DVD, poster, or handout .

- What did you notice about the mom and baby's position?
- What do you know about different breastfeeding positions?
- Demonstrate or practice the following positions: football, cradle, cross cradle, laidback, lying down.
- How do you think good breastfeeding positioning helps you and your baby?

Hunger Cues and Signs Your Baby is Getting enough to Eat

- Do you think all babies breastfeed the same and get the same amount of milk each time they eat?
- What are some ways your baby will let you know they are hungry?
- How will you know your baby is full?

Self-breast milk expression and Pumping

- What have you heard about hand expression, manual expression and pumping?
If possible, use the YouTube videos in the references, attached PowerPoint (Slide #4-5) or cloth demo breast for this section.

CONNECT:

- From what we talked about today what do you think is the most important to you when feeding your baby?
- Summarize key points.

ACT:

- What have you heard about how WIC can help moms breastfeed?
Show DHS WIC Breastfeeding Food Packages Flip Chart showing all the food exclusively breastfeeding women receive.
- Use evaluation questions from the Cover Page to have a discussion about the key messages.
- What feelings are driving your decision on how to feed your baby?
- How do you feel about making a decision on how to feed your baby?

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2) Group Education Lesson Plan

Materials

- Offer "Handouts" on Cover Page.
- Review "Supplies" on Cover Page.

Lesson Plan Overview

1. Welcome, Introduction and Ice-Breaker
2. Part 1: Putting the Baby on the Breast and Positioning
3. Part 2: Feeding Cues and Knowing if Your Baby is Getting Enough Breastmilk
4. Who to Call for Help with Breastfeeding
5. Resources, Evaluation & Closing

Methods

OPEN: Emotion-based education starts with provocative questions, activities or stories that lead to emotion-based conversations, not to an immediate transfer of knowledge.

- Introduce yourself, topic and state how long the session will be (should be 30 minutes or less).

"Today we will spend about 30 minutes talking about how to be comfortable when breastfeeding, how to know if your baby is hungry or full, and what you can do when you need help. We want you to feel confident about breastfeeding when your baby is born."

Icebreaker

Invite participants to introduce themselves. Do they know they are having a boy or girl? What is one characteristic or feature they hope their baby has when he or she is born (For example, you might want him or her to have their dad's smile or your thoughtfulness towards others).

"All of your babies will be different in their own way. All babies nurse differently as well. Some will be hungrier at different times than other babies, some sleepier, etc. Rest assured that your baby will be happy with your breastmilk and grow up to be healthy. Also, we are here to help."

DIG: During the "dig" step, the facilitator asks questions to get the learners to open up, share their memories and experiences, and get closer to the topic.

What experiences have you had with breastfeeding or with friends or family who have breastfed? *Participants share their responses.*

Discussion 1: Bring the Baby to the Breast

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Let talk about the first step, which is bringing the baby to the breast.

Show proper latch (attachment) on breast with a video/DVD, poster, handout or attached PowerPoint (Slide #3)

- **What did you notice about the mom and baby's position?**

Sample Responses:

- **The mom and baby were comfortable in their position(s) and used pillows if they needed them.**

The baby's tummy and mom's tummy were turned towards each other. She cupped her breast, then tickled the baby's lips with her nipple to help the baby open his mouth wide.

- **The baby had a good latch (attachment).**

You will be able to tell if a baby's latch (attachment) is good if you look at how wide open his or her mouth is and how much of your nipple and areola are in baby's mouth. You should feel a deep tug within the breast and it shouldn't hurt. It may take lots of practice doing this. But that is ok and very normal.

- **Mom and baby were skin to skin.**

Snuggle skin-to-skin with your baby during and between feedings. Skin-to-skin contact helps your baby recover from the process of birth. It may help your body make milk for your baby. Place your undressed baby with his chest next to your bare chest. Cover, if you'd like. Dad can also snuggle skin-to-skin after you have breastfed your baby.

Discussion 2: Breastfeeding Positioning

What do you know about different breastfeeding positions?

"You and your baby will learn together what feels comfortable."

"Try different positions until you find one you and your baby like."

Demonstrate the following positions: If you have dolls or blankets that you can bunch up available, talk through the positions descriptively and practice as a group. You may also use the attached PowerPoint (Slide #2).

- **Laid back:** This is a great way for you and baby to learn breastfeeding together.
 - Find a bed or couch where you can lean back and your head and shoulders are well supported. Comfortably *lean back*. When you put your baby on your breast, your chest will keep him/her in position with baby's body molded to yours. Work as a team to get comfortable.
 - Let your baby's whole front touch your whole front. Let your baby's cheek rest somewhere near your bare breast. You can help your baby find the breast.
- **Football:** This is a good position if you've had a c-section, a premie or a fast let down. You may also prefer this position if you have bigger breasts.

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- Cradle: Hold your baby close and hold your breast so you can help baby latch on.
- Cross Cradle: You can hold the breast with one hand and help the baby with the other.
- Lying down: This position is wonderful for night time or nap time feedings so that you and baby can rest while feeding. This will help the baby latch with ease.

“Remember, there are no rules with breastfeeding. Use whatever position works for you.”

How do you think good breastfeeding positioning helps you and your baby?

Sample Responses:

- You will have more options to make yourself and your baby comfortable.
- You will be able to breastfeed in different places and can multitask (if you have to) if you use a different position.

Discussion 3: Hunger Cues and Signs Your Baby is Getting enough to Eat

Do you think all babies breastfeed the same and get the same amount of milk each time they eat?

“Your child is unique and will let you know when to feed them. Your job is to just notice the signs when they are hungry”

“Your baby will let you know before he or she cries they are hungry.”

What are some ways your baby will let you know they are hungry?

Sample Responses:

- Chews on fist
- Roots
- Makes sucking noises
- Cries

How will you know your baby is full?

Sample Responses:

- Let's go of breast
- Falls asleep
- Is awake, but happy

“After one week you can tell if your baby is getting enough to eat by the number of diapers they soil. A baby getting enough to eat has 6 or more wet diapers (use your own word for urine) and at least 3 dirty (use your own word for stool) diapers every day.”

“Babies go through growth spurts (where they grow quickly) during different times and will eat more often and be fussy. Let your baby decide how much (s)he want to nurse and how often. Do not use a pacifier or bottle until breastfeeding is well established. Nurse often at the breast since this helps your body know it needs to make more milk. If you follow your baby's lead, your body will know what to do.”

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“Your newborn’s stomach is the size of a small marble so at first they will want to feed 8-12 times every 24 hours. “

Offer handouts “Feeding Your Baby 0-12 months”. ”Best for Baby” and “Breastfeeding is a special time.” Tailor information reviewed on handouts with each group session.

Discussion 4: Self breast milk expression

What have you heard about hand expression, manual expression and pumping?

Sample Responses:

- Many mom’s think they don’t have milk. This is not true. If you think you don’t have milk, you may find it encouraging when you are able to express colostrum in the early days of breastfeeding. Hand expressing allows your baby to see and smell the milk and it can also help the baby with latch (attachment).
- Self breast milk expression can help if you are engorged or would like to express a little before feeding because of a fast letdown.
- Can be helpful if you have to be away from the baby.
- To express the most milk possible, there is a specific method that you can try. Here are some instructions (optional: demonstrate on self or with cloth demo nipple):
 - For a minute or so massage, towards the nipple.
 - With index finger and thumb lined up with nipple, press inward slightly toward chest wall. Avoid cupping the breast.
 - Compress and roll your thumb pad against your finger pad like you are rolling out a marble. This will push out the milk behind the nipple.
 - Rotate your thumb and fingers to milk other reservoirs, using both hands on each breast.
 - Expressing should not hurt. Be gentle.

Refer to attached PowerPoint (#4-5) for pictures or YouTube suggestions for a video clip from the references.

CONNECT: During the "connect" step, parents connect the conversation topic with their values, attitudes, beliefs and feelings. The facilitator helps parents reflect on their personal needs and wants and connects them to the health-related behaviors being suggested.

From what we talked about today what do you think is the most important to you when feeding your baby?

Summarize Key points:

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- A good latch (attachment) and breastfeeding positioning are important for breastfeeding.
- Babies give signals that they are hungry and when they've had enough to eat
- WIC offers resources to help mothers with breastfeeding.

“When you are in the hospital, ask for a lactation consultant or nurse to help you breastfeed. You can also call the WIC office to get help with breastfeeding. All moms need some support in the early days with a newborn and we are here to help.” **TIP:** give participants the name and contact information of your WIC lactation consultant or peer counselor as well as a list of other resources. We want you to be confident in breastfeeding you baby.”

ACT: During this “step” the facilitator helps the participants identify specific action steps and build confidence to help them be the parent they want to be.

- **What have you heard about how WIC can help moms breastfeed?**
Show flip chart picture of all food exclusively breastfeeding women will receive.
- **Who will you call when you are unsure, have a questions or need help breastfeeding your baby while in the hospital? How about when you go home?**
- **What is one new thing you learned today about how to feed your baby?**
- **What feelings are driving your decision on how to feed your baby?**
- **How do you feel about making a decision on how to feed your baby?**
- **Optional: Discuss what to expect in hospital, what their rights are and what they should request (refer to DHS Breastfeeding Bill of Rights)**

“Breastfeeding is a wonderful gift only you can give your baby. By nursing often and considering the things we talked about, you will be on your way to a successful breastfeeding experience.”

3) Self-Study Module (SSM)

Procedures

Agencies must follow State policy as described in the WIC Policy and Procedure Manual (PPM), Section “Nutrition Education”, Section 5.2.

Methods

1. Review together or instruct the participant to read the handout listed on Cover Page “Your Baby Needs your Milk” and then complete the activity on the SSM Worksheet.
2. Ask participant if she would like to talk with a CHP about the information or if she has any questions.

Breastfeeding Positions and Hand Expression



Cross cradle hold



Laid back hold



Cradle hold

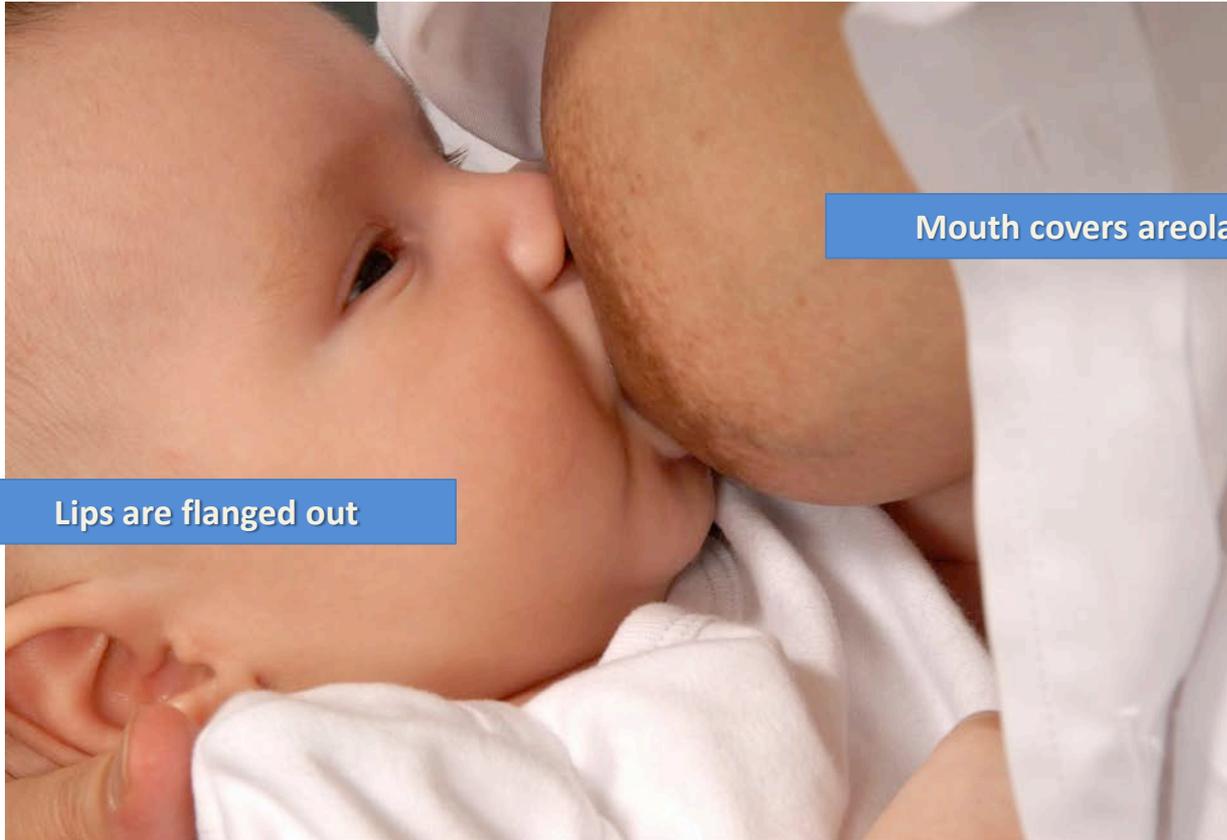


Side lying hold



Football hold

Correct Infant Latch-on Position

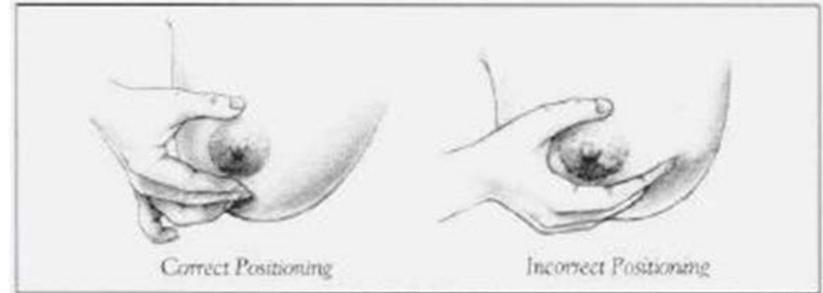


Mouth covers areola

Lips are flanged out

Hand Expression

1. Make sure your hands are very clean. Notice that there is a correct position and incorrect position.



2. For a minute or so massage, towards the nipple.



3. With index finger and thumb lined up with nipple, press inward slightly toward chest wall. Avoid cupping the breast.



Hand Expression (2 of 2)

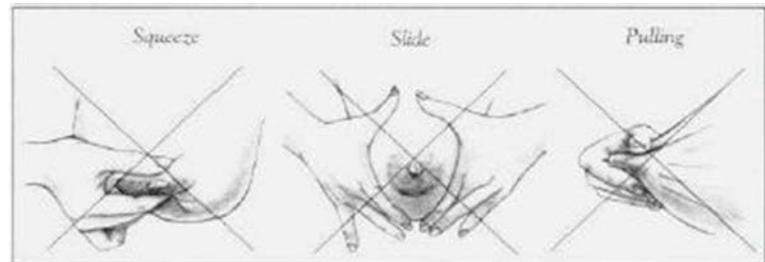
4. Compress and roll your thumb pad against your finger pad like you are rolling out a marble. This will push out the milk behind the nipple.



5. Rotate your thumb and fingers to milk other reservoirs, using both hands on each breast.



6. Expressing should not hurt. Be gentle.





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Self-Study Module (SSM)

Name _____

Date _____

ACTIVITY 1: Bring the Baby to Breast

To breastfeed, bring the baby to your breast with their tummy turned towards yours, and cup your breast. Tickle baby's lips with your nipple to help him open his mouth wide. Bring the baby to breast to help him latch on. Most importantly, get comfortable.

Who will you contact if you need help breastfeeding?



ACTIVITY 2: Breastfeeding Position

There are several positions for breastfeeding. Change the position occasionally to let the baby nurse in a different way.

Which of these positions have you tried or do you think you would like to try?

✓ Check all the boxes that apply

- | | |
|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> Football | <input type="checkbox"/> Laid back |
| <input type="checkbox"/> Cradle | <input type="checkbox"/> Lying down |
| <input type="checkbox"/> Cross cradle | |

ACTIVITY 3: Feeding Cues

Here are some ways to know that your baby is hungry. ✓ Check off some of the signs that you will look for:

Hungry



- Chew on fist
- Root
- Makes sucking noises
- Cry

Here are some ways that you will know that your baby is full. ✓ Check off some of the signs that you will look for:

Full



- Falls off of breast
- Falls asleep
- Is awake, but happy

You will know your baby is getting enough to eat by the number of diapers they soil. Each day, look for 6 or more wet diapers and 1 bowel movement to assure that he is getting enough.

I would like to speak to a CHP or breastfeeding support staff: Yes

No





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La Leche de Mamá

Módulo de autoestudio (SSM)

Nombre _____ Fecha _____

ACTIVIDAD 1: Coloque el Bebé en el Seno

Para amamantar, lleve el bebé hacia su seno y póngalo mirando hacia usted con su barriguita hacia la suya y con la mano que le queda libre, aguante su seno con el agarre C (cuatro dedos bajo el seno y el pulgar arriba). Hágale cosquillas a los labios del bebé con su pezón para ayudarlo a abrir bien la boca. Lleve el bebé hacia el seno o pecho para ayudarlo a pegarse al seno. Lo más importante es que usted se sienta cómoda.

¿Con quién se comunicará si necesita ayuda para amamantar?



ACTIVIDAD 2: Posición Para Amamantar

Hay varias posiciones para amamantar. Cambie de posición de vez en cuando para que su bebé amamante de manera diferente.

¿Cuáles de estas posiciones ha tratado o piensa que le gustaría tratar?

✓ Marque todas las casillas que aplican

- | | |
|---|---|
| <input type="checkbox"/> Posición de fútbol americano (bajo el brazo) | <input type="checkbox"/> Posición Acostada |
| <input type="checkbox"/> Posición Acunada | <input type="checkbox"/> Posición Reclinada |
| <input type="checkbox"/> Posición cruzada | |

ACTIVIDAD 3: Señales Para la Alimentación

Las siguientes señales indican cuándo su bebé tiene hambre. ✓ Marque las señales que usted usará:

Tiene Hambre



- Se chupa el puño
- Está buscando
- Hace ruidos de chupar con la boca
- Lloro

Las siguientes señales le indican que su bebé está satisfecho. ✓ Marque algunas de señales que usted usará:

Está Satisfecho



- Deja el seno
- Se duerme
- Está despierto, pero contento

Usted sabrá que su bebé está tomando suficiente leche por el número de pañales que moja y ensucia.

Cada día tendrá 6 o más pañales mojados y 1 evacuación o pañal sucio lo cual indicará que su bebé está tomando suficiente leche.

Me gustaría hablar con CHP o el personal de apoyo para amamantar: **Sí** **No**