

Illinois WIC Talk

Feeding Your Newborn

Topic

- Increase awareness of the best ways to feed baby the first six months

Target Audience

- Pregnant Women and their support system (family members or friends)

Key Messages

- Learning newborn behavior, feeding tips and what to expect the first few weeks will help keep baby safe and healthy
- Human milk is all baby needs during the first six months
- There are many known risks of formula feeding
- WIC offers support in feeding your newborn

Handouts / Materials

- Why do Babies Cry, Healthy Sleep (examples attached)
- Feeding Your Baby (FYB) Newborn Insert (available to order from DHS Order Form)
- Breastfeeding is a Special Time (available from DHS Order Form) or other handout on benefits of breast milk
- How does formula compare to breast milk? (attached)
- WIC Flip picture chart for exclusively breastfeeding women (available to order from DHS Order Form)

Optional:

- Dry erase board or flip chart and markers, sticky pads and pencils/pens
- Legos or blocks to show the differences between human milk and formula
- Diaper bag or apron with objects that represent benefits of breastfeeding

References / Resources

- Super Mom lesson plan, Pam McCarthy and Associates, www.touchingheartstouchingminds.com
- “Watch Your Language” Diane Wiessinger, MS, IBCLC
- Grandmother’s Tea www.illinoisbreastfeeding.org “Task Force Projects”
- Amy Spangler’s “Breastfeeding: A Parent’s Guide”
- Infant Feeding Nutrition and Feeding: A Guide for Use in the WIC and CSF Programs, USDA, 2009
- WIC Talk: How much can my new baby eat? and Belly Balls poster (DHS Order Form)
- WIC Talk: Nutrition During Pregnancy and handout (DHS Order Form)
- USDA FIT WIC Baby Behavior Study CA WIC

Evaluation

- Each participant should receive follow up on how she plans to feed her baby with a CHP or Peer Counselor after this topic. She should then be offered more education on the basics of breastfeeding. After birth, if she chooses not to breastfeed, she should be taught how to safely prepare formula, offered the best formula options for her infant and shown how to properly feed her infant.

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Topic Overview

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

OPEN:

- **Introductions** (see page 3 for ideas).
- **Icebreaker:**
 - Have each participant close her eyes and envision her new baby in her arms. What does he look like? What is he doing?

Offer handouts: *Why do Babies Cry, Healthy Sleep*

- **What do you think are some things you can do to give your baby the best start after he is born?**

“Today we plan to talk about the best ways to feed your baby, providing information and support to give your baby the very best start.”

DIG:

- **What are some important tips for feeding a newborn you have read or heard?**
- Offer learners handouts: *Feeding Your Baby Birth to 12 Months (review the Newborn section), and Insert, Feeding Your Newborn. Review tips not shared by group.*

Encourage learners to share their knowledge, attitudes and beliefs about breastfeeding. Have recent parents share their experiences. Use any of the following questions:

1. **What have you read or heard about breastfeeding or human milk?**
2. **What have you heard about how important human milk is for your baby?**
3. **Why do you think some woman choose not to breastfeed?**
4. **Have you heard of any risks of not breastfeeding?**

Use handouts: *“How does formula compare to breastmilk?” “Breastfeeding is a Special Time” to help facilitate the discussion.*

CONNECT:

- **What is most important to you about how you feed your baby?**
- **How will breastfeeding fit into your life?**

ACT:

- **What have you heard about how WIC can help moms breastfeed?**
Show flip chart picture of all food exclusively breastfeeding women will receive.
- **What can you expect the first few weeks?**

Optional:

- What is one new thing you learned today about how to feed your baby?
- How do you feel about making a decision on how to feed your baby?

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Group Education

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

Introductions:

- **Introduce your self**
 - State how long the session will be (should be less than 30 minutes)
- **Have participants introduce themselves and share** (any of the following):
 - Due date, are you having a boy or girl?
 - What experiences have you had with feeding babies?
 - Since you found out you were pregnant, what changes have you made to give your baby the best start?
 - What do you think are some things you can do to give your baby the best start in life after he is born?"

Icebreaker:

- Have each participant close her eyes and envision her new baby in her arms. What does he look like? What is he doing?

"Parent's often have unrealistic expectations of what having a baby will be like. The "imagined baby" may be a quiet, full and sleeping. The first 24 hours baby is often labeled the "good" baby, he sleeps long periods of time. But day 2 and 3 everything changes – he will often cry more and sleep less."

Offer handouts: *Why do Babies Cry, Healthy Sleep*

"Learning about normal newborn behavior is important so you know what to expect and will feel more relaxed and confident. Today we plan to talk about feeding your newborn, providing information to help you give your baby the best start."

Idea: *Ask participants to write, draw or share what they would like to learn related to today's topic.*

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

- **What are some important tips for feeding a newborn you have read or heard?**

Offer learners handouts: *Feeding Your Baby Birth to 12 Months (review the Newborn section) and Insert, Feeding Your Newborn. Review tips not shared by group.*

"Many moms say that human milk is the best gift you can give baby." "Moms say breastfeeding can be therapeutic and relaxing."

Encourage participants to explore their knowledge, attitudes and beliefs about breastfeeding. Have recent parents share their experiences. Build on existing knowledge, relay the benefits that loved ones will receive (baby) and offer support. Ask

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general, non-specific, open-ended questions to open up the discussion and focus on the topic. Use any of the following questions:

- 1. What have you read or heard about breastfeeding or human milk?**
- 2. What have you heard about how important human milk is for your baby?**
- 3. Why do you think some woman choose not to breastfeed?**
- 4. Have you heard of any risks of not breastfeeding?**

Offer handouts: “How does formula compare to breastmilk?” “Breastfeeding is a Special Time” to help facilitate the discussion.

If negative comments are brought up, let participants know that WIC staff has training to help address these concerns if they come up. Most breastfeeding concerns can be easily fixed – call a breastfeeding expert or WIC with all your questions.

Question #4: Have you heard of any risks of not breastfeeding?

Be sure to emphasize the importance of learning about safe bottle and formula preparation. Formula is not sterile and therefore there is a higher risk of infection from contaminations, such germs and environmental toxins (e.g., enterobacter sakazakii).

Optional Activities for the discussion:

- 1) Display a sign for “Human Milk” or “Breastfeeding”. Stack blocks for each positive comment that is shared related to breastfeeding. Share handout “How does formula compare to breastmilk?”
- 2) Develop a diaper bag or apron that includes items that represent feeding tips for newborn babies or the benefits of breastfeeding. Discuss what each object represents. See “Grandma’s Tea project” under resources for more ideas specific to breastfeeding.
- 3) Have participants pair up and ask them to share their thoughts to the above open ended questions with their partners. Share a sample of responses.

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.

What is most important to you about how you feed your baby?

What experiences would you miss if you did not breastfeed your baby?

How will breastfeeding fit into your life?

Share ideas of how breastfeeding can fit into their life and families lives. Discuss other ways Dad, friends and family can bond with baby.

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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?

Sample Responses:

- Offering more food to exclusively breastfeeding moms and their babies
- Moms who breastfeed stay on WIC longer – until baby’s first birthday
- Information and support on how to exclusively breastfeed your baby
 - How to express milk if needed, how you can return to work while still breastfeeding, feeding in public, etc.
- Specially trained staff to assist you every step of the way, especially after delivery
- (most agencies) Peer counselors – you can call any time of the day with questions

Show flip chart picture of all food exclusively breastfeeding women will receive. “Just as your milk is the perfect food for your baby, WIC rewards you with the biggest food package available. This includes healthy foods like whole wheat bread, brown rice, soft corn tortillas, oatmeal, peanut butter, beans, canned tuna and fruits and vegetables.”

What can you expect the first few weeks?

Sample Responses:

- Your milk may not come in until about day 3-5 – the first few days are important to receive colostrum or “liquid gold” – this is all baby needs.
- You will spend the first 4-6 weeks building your milk supply and learning to breastfeed. This gives you a chance to rest and get to know your baby.
- The amount of milk baby eats at each feeding can be measured by how many wet and dirty diapers baby has each day.
- Breastfeeding can be uncomfortable for the first minute of a feeding when baby first latches on. Breastfeeding should not be painful if baby is positioned correctly.
- There is no “perfect” latch, it may take practice to figure out what works for you and baby (demonstrate “Laid Back” feeding).
- Baby will feed 8-12 times in 24 hours or about 1 ½ - 3 hours*.

**this is true for formula fed babies too.*

Optional:

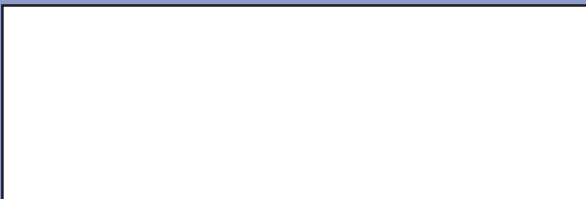
- **What is one new thing you learned today about how to feed your baby?**
- **How do you feel about making a decision on how to feed your baby?**

Tips to help you cope with crying:

1. Stay calm and be patient - it could take several minutes for your baby to settle down.
2. Use your baby's cues to try to identify what your baby is telling you.
3. Hold your baby close to your body.
4. Speak softly or sing over and over.
5. Rock, sway or bounce your baby gently over and over.
6. Massage his back, arms, and legs gently.
7. If you start to feel angry or overwhelmed, put the baby down in a safe place for a few minutes and take a break.
8. Ask a friend or family member for help.
9. Contact WIC or your doctor if you think your baby is crying too much.



Never
Shake
a Baby

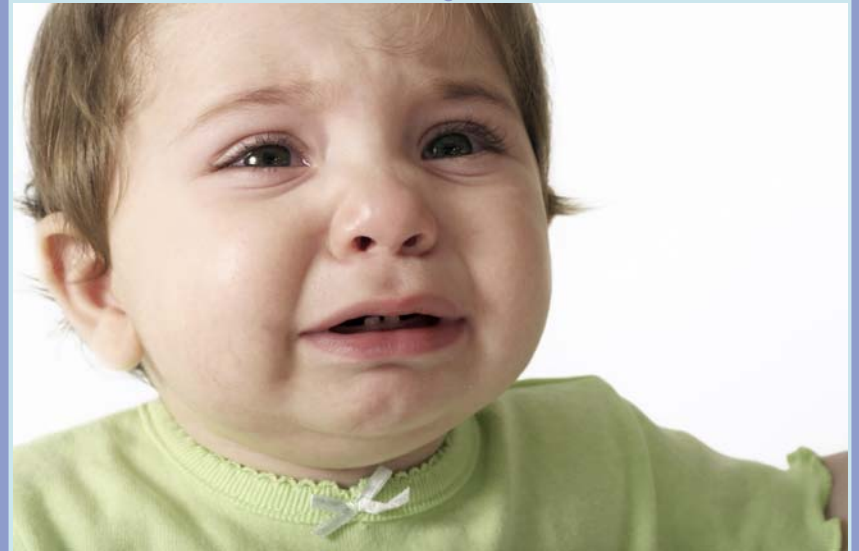


Created by the UC Davis Human Lactation Center as part of the FitWIC Baby Behavior Study.

Key Resource: Sumner, B., & Barnard, K. (1980). Keys to caregiving. Seattle: NCAST, University of Washington."

This project has been funded at least in part with Federal funds from the U.S. Department of Agriculture, Food and Nutrition Service. The contents of this publication do not necessarily reflect the view or policies of the U.S. Department of Agriculture, nor does mention of trade names, commercial products, or organizations imply endorsement by the U.S. Government.

Why do Babies Cry?



It can be very upsetting when babies cry. Crying is normal, but there are things you can do to reduce it.

Not-So Fun Facts About Crying

All babies cry.



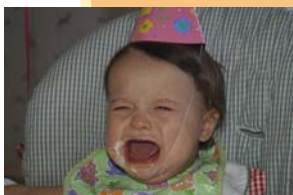
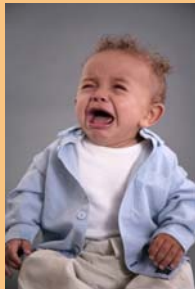
Crying is upsetting for a reason - to make caregivers want to help.

Babies cry for many reasons, not just because they are hungry.



When you try to help, it may take a while for them to calm down. Babies need some time to respond.

The average 6-week-old baby cries for about 2 hours per day.



Babies cry less and less as they get older.

Babies Cry for Many Reasons

Sometimes it is easy to know what your baby needs (like a diaper change!). Other times it seems like babies cry for no reason at all.

Watch for these cues to learn why your baby is crying...

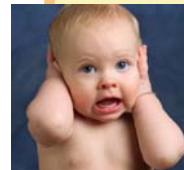
If your baby is hungry, he might:

- Make sucking noises
- Pucker his lips
- Keep his hands near his mouth



If your baby needs a break from what's going on around her, she might:

- Turn or push away
- Stretch out her fingers
- Have tense muscles in her face and body



Many times babies show cues before they start crying. Watching for these cues and helping your baby be more comfortable is a good way to reduce crying.

Consejos para ayudarle a enfrentar el llanto:

1. Mantenga la calma y sea paciente - puede tomar varios minutos para que el bebé se calme.

2. Use las señales del bebé para identificar que es lo que le esta queriendo decir.

3. Mantenga al bebé cerca de usted.

4. Hable suave y confortablemente una y otra vez.

5. Arrulle, mueva o eleve a su bebé suave y repetidamente.

6. De masaje suave al bebé en su espalda y extremidades.

7. Si usted comienza a sentirse enojado o demasiado molesto deje al bebé en un lugar seguro por algunos minutos y tome un descanso.

¡Nunca sacuda bruscamente a un bebé!

8. Pida ayuda de amigos o miembros de su familia.

9. Contacte a WIC o a su Médico si usted siente que el bebé esta llorando demasiado.

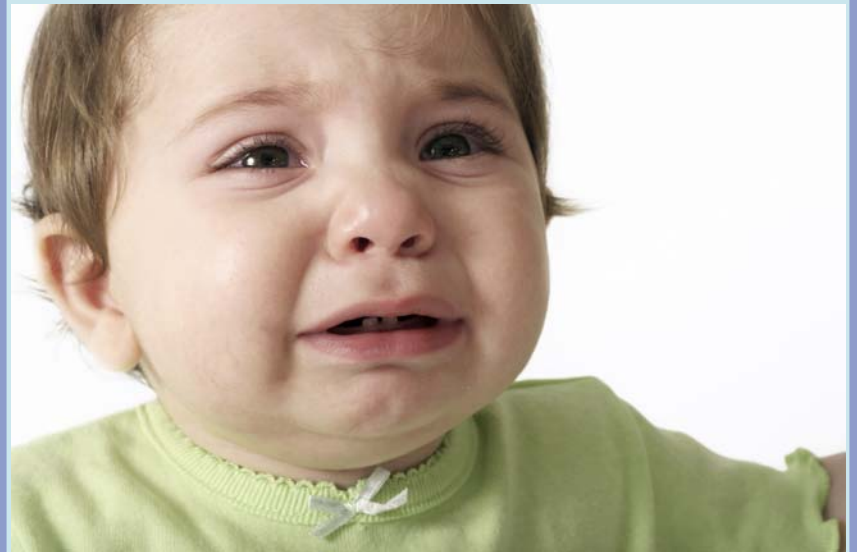


Creado por el UC Davis Human Lactation Center como parte del proyecto FitWIC estudio del comportamiento del bebé.

Fuente de información: Sumner, B., & Barnard, K. (1980). Keys to caregiving. Seattle: NCAST, University of Washington."

Este proyecto es patrocinado en parte con fondos Federales del Departamento de Agricultura, alimentos y servicios de Nutrición de los Estados Unidos. El contenido de esta publicación no necesariamente refleja el punto de vista o políticas del Departamento de Agricultura de los Estados Unidos, no son mencionados nombres de negocios, productos comerciales u organizaciones que sugiera que son autorizados por el Gobierno de los Estados Unidos.

¿Porqué lloran los bebés?



Puede ser muy molesto cuando los bebés lloran.
Es normal que lloren, pero aquí hay algunos consejos para que lo hagan menos.

Información no muy divertida acerca del llanto

Todos los bebés lloran.



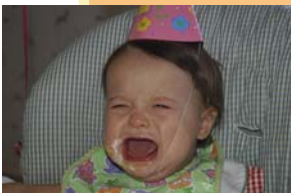
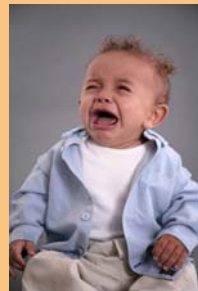
El llanto es molesto por una razón - para hacer que el encargado del bebé quiera ayudarlo.

Los bebés lloran por muchas razones no solamente porque tienen hambre.



Cuando usted trata de ayudar al bebé puede tomar un rato para que este se calme. Los bebés necesitan un tiempo para responder.

En promedio un bebé de 6 semanas de edad llora alrededor de 2 horas por día.



Los bebés lloran cada vez menos conforme van creciendo.

Los bebés lloran por muchas razones

Algunas veces es fácil saber que es lo que el bebé necesita (¡Como puede ser un cambio de pañal!) Otras veces parece que no hay ninguna razón para llorar.

Observe estas señales para saber porque su bebé esta llorando...

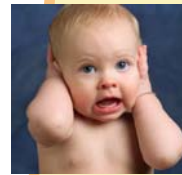
Si su bebé tiene hambre, él quizás:

- Hace sonidos de succión
- Frunce sus labios
- Pone sus manos cerca de su boca



Si su bebé necesita un descanso de lo que esta pasando a su alrededor, él quizás

- Se voltea o empuja
- Estira sus dedos
- Pone tensos los músculos de su cara y cuerpo



Muchas veces los bebés muestran algunas señales antes de empezar llorar. Una buena manera de reducir el llanto es observando estas señales y ayudando a su bebé a estar más comfortable.

Sleep Patterns Change!

- Newborns sleep 16 hours per day. They start sleeping in active sleep and move to quiet sleep after about 20 minutes.
- By 6-8 weeks, they will sleep more at night.
- By 12 weeks, babies sleep more like adults and begin sleep cycles in quiet sleep. They wake up less often.
- Older babies sleep 13-14 hours per day.

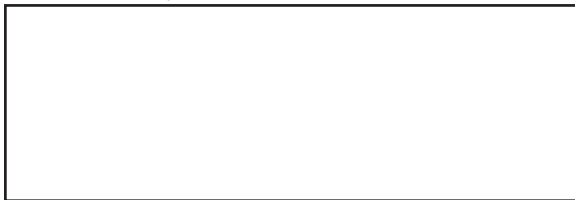


Tips for Sleepy Parents

- Wait a little while to put baby down after feeding, or put baby down while he is drowsy but still awake.
- Play time and physical activity during the day are important for good sleep at night.
- Turn off lights and TV where the baby sleeps.



- Rest while your baby sleeps (even sitting quietly can help you feel more rested).



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Peirano P, Algarín C, Uauy R. Sleep-wake states and their regulatory mechanisms throughout early human development. *J Pediatr.* 2003;143(4 Suppl):S70-9.

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Healthy Sleep: For You and Your Baby

When babies are young, waking keeps them safe and healthy.



Waking up with babies can be hard for new parents. Knowing what to expect will help you feel more relaxed and confident.

There are 2 types of infant sleep: "Active Sleep" and "Quiet Sleep"

Every time a baby falls asleep she spends time in each type of sleep. The light sleep is called "Active sleep" and the deep sleep is called "Quiet Sleep."



Active sleep causes blood and nutrients to go to your baby's brain. Babies brains' **need** active sleep to grow and develop!

During Active Sleep

- Babies dream
- Babies wake up easily
- Babies' brains are stimulated to grow and develop
- Babies may move around and make noises



Waking at Night

How many times do most babies wake up at night?

0-8 weeks:	3-4 times
2 months:	2-3 times
4 months:	1-2 times
6 months:	0-1 time

If your baby wakes up a lot more than this, ask someone at WIC for advice.

During Quiet Sleep

- Babies don't move very much
- Babies make sucking movements
- Babies might startle
- Babies take longer to wake up



Quiet sleep is deep sleep and is important for the brain to rest.



Dreaming is healthy for babies. When babies are dreaming they are easier to wake up.

¡Cambio en los patrones de dormir!

- Los recién nacidos duermen 16 horas por día. Ellos comienzan en Dormir Activo y pasan a Dormir Quieto después de 20 minutos
- A las 6-8 semanas, ellos dormirán más durante la noche.
- A las 12 semanas, los bebés duermen más como adultos y comienzan sus ciclos de dormir con Dormir Quieto. Ellos despertaran con menos frecuencia.
- Los bebés mayores duermen 13-14 horas por día.

Consejos para padres desvelados

- Después de alimentar a su bebé espere un poco para acostarlo o acuéstelo mientras esta adormilado pero todavía despierto.
- Jugar y la actividad física durante el día son importantes para dormir bien durante la noche.
- Apague las luces y la TV del lugar donde duerme el bebé
- Descanse mientras su bebé duerme (incluso sentarse en silencio puede ayudar a que se sientan descansados).



Creado por el UC Davis Human Lactation Center como parte del proyecto FitWIC estudio del comportamiento del bebé.

Peirano P, Algarín C, Uauy R. Sleep-wake states and their regulatory mechanisms throughout early human development. *J Pediatr.* 2003;143(4 Suppl):S70-9.

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Dormir Saludable Para Usted y Su Bebé

Cuando los bebés son pequeños, el despertar los mantiene sanos y a salvo.



Despertarse con los bebés puede ser difícil para los nuevos padres.

Saber que esperar les ayudará a sentirse más relajados y confiados.

Hay 2 formas de dormir para los infantes: "Dormir Activo" y "Dormir Quieto"

Cada vez que el bebé se duerme utiliza un tiempo en cada forma de dormir. Cuando se duerme ligero es llamado "Dormir Activo" y cuando se duerme profundo es llamado "Dormir Quieto"



¡Dormir Activo ayuda a que la sangre y los nutrientes vayan al cerebro de los bebés. El cerebro de los bebés necesita el sueño activo para crecer y desarrollarse!

Durante Dormir Activo

- Los bebés sueñan
- Los bebés se despiertan fácilmente
- El cerebro de los bebés es estimulado para crecer y desarrollarse
- Los bebés quizás se muevan y hagan ruidos



Despertando durante la noche

¿Cuántas veces debe despertar un bebé durante la noche?

0-8 semanas:	3-4 veces
2 meses:	2-3 veces
4 meses:	1-2 veces
6 meses:	0-1 veces

Si su bebé despierta mucho más de lo mencionado, busque consejo con personal de WIC.

Durante Dormir Quieto

- Los bebés no se mueven mucho
- Los bebés hacen movimientos de succión
- Los bebés pueden sobresaltarse
- A los bebés les toma más tiempo despertar



Dormir Quieto es dormir profundo y es importante para que el cerebro descanse.



Soñar es saludable para los bebés. Cuando los bebés están soñando es fácil que despierten.

How does formula compare to breastmilk?

Compared to mother's breastmilk, formula is missing many things babies need to be strong, healthy and smart. Did you know...

Formula-fed babies have a greater risk of:

- Ear infections
- Diarrhea/constipation
- Pneumonia
- SIDS (Sudden Infant Death Syndrome)



Children who were formula-fed have a greater risk of:

- Obesity (becoming overweight)
- Diabetes
- Asthma and allergies
- Cancer

What is the cost of formula feeding?

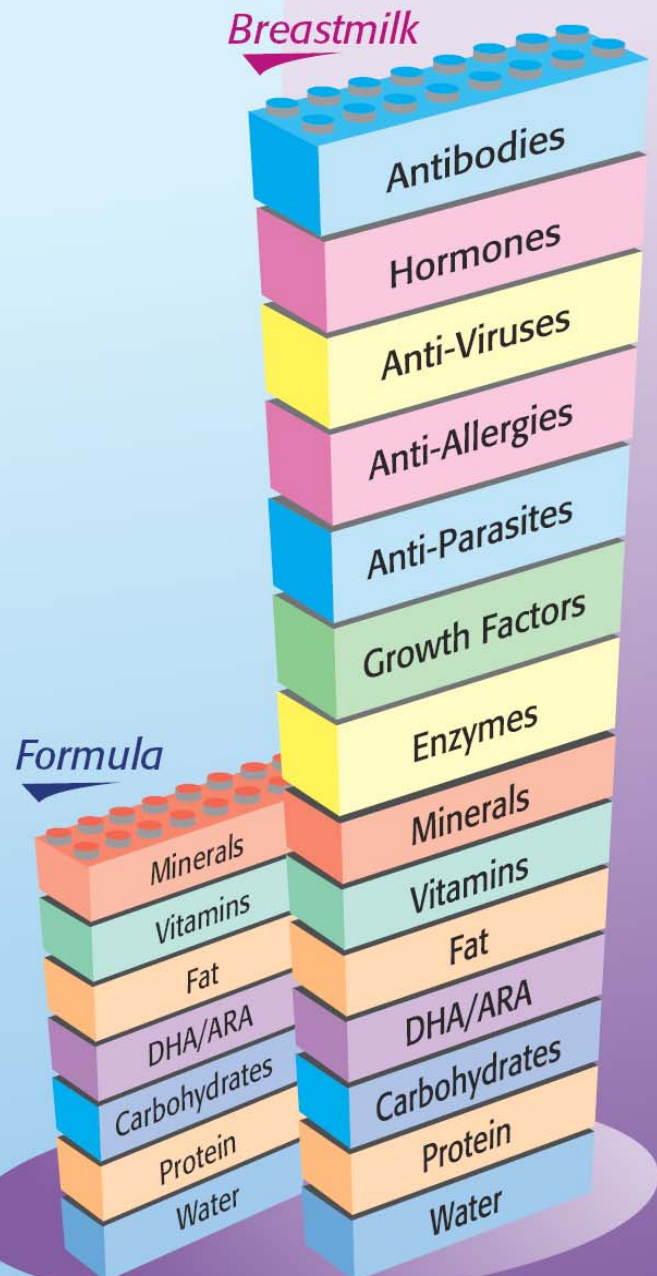
Formula feeding costs money. The dollars add up because you must buy extra formula as your baby grows, since WIC does not give you all the formula your baby will need. But the real cost of formula is the cost to your baby's health... and the time you spend away from work or at the doctor when your baby is sick.



Babies are born to breastfeed!

See for yourself!

Breastmilk has **more** of the good things babies need



WIC Supplemental Nutrition Branch
California Department of Health Services
Arnold Schwarzenegger, Governor, State of California
S. Kimberly Belshé, Secretary, Health and Human Services Agency
Sandra Shewry, Director, California Department of Health Services
IC# 3/05

¿Cómo se compara la fórmula con la leche materna?

Comparada con la leche materna, a la fórmula le hacen falta muchas cosas que necesitan los bebés para ser fuertes, sanos e inteligentes.

¿Sabía usted que...

Los bebés alimentados con fórmula están en mayor riesgo de tener:

- Infecciones de los oídos
- Diarrea y estreñimiento
- Neumonía
- SIDS (el Síndrome de Muerte Súbita del Bebé)



Los niños que fueron alimentados con fórmula tienen un mayor riesgo de tener:

- Obesidad (exceso de peso)
- Diabetes
- Asma y alergias
- Cáncer

¿Qué es el costo de alimentar con fórmula?

La alimentación con fórmula cuesta dinero. Los dólares se suman, porque tiene que comprar cada vez más fórmula a medida que crece el bebé, dado que WIC no le da toda la fórmula que su bebé necesitará. Pero el verdadero costo de la fórmula es el costo para la salud de su bebé... y el tiempo que usted pasa sin ir a trabajar o en el consultorio del médico cuando el bebé está enfermo.

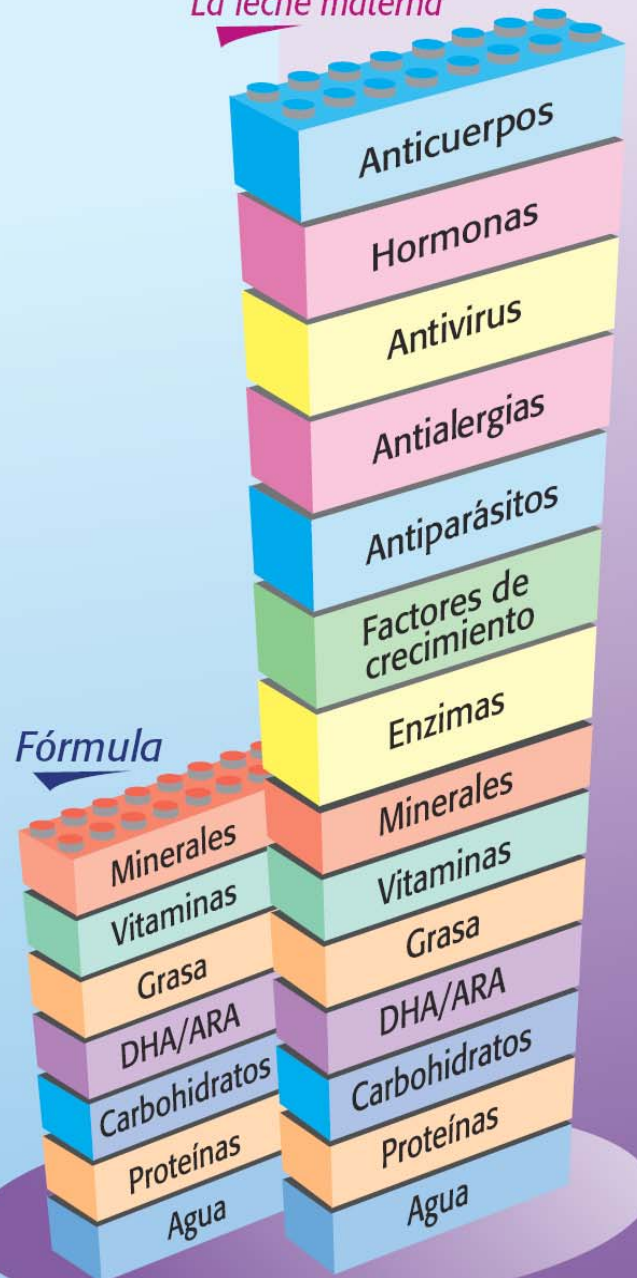


¡Los bebés nacen para amamantar!

¡Compare usted misma!

La leche materna tiene **más** de las cosas buenas que necesitan los bebés

La leche materna



División de Nutrición Suplementaria de WIC
Departamento de Servicios de Salud de California
Arnold Schwarzenegger, Gobernador, Estado de California
S. Kimberly Belshé, Secretaria, Agencia de Salud y de Servicios Humanos
Sandra Shewry, Directora, Departamento de Servicios de Salud de California
IC# 3/05