



Community Health Workers: Supporting Breastfeeding March 19, 2010

**Presented by:
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Learning Objectives

By the end of the training, participants will be able to:

- Identify five benefits of breastfeeding
- List strategies to maximize successful breastfeeding
- Name three resources for additional information on breastfeeding

Why Breastfeed?



Benefits of Breast Milk

- Perfect combination of nutrients, fat, sugar, water and protein needed for baby's growth and development
- The taste of breast milk changes, based on mothers diet
- Breast milk changes to meet baby's changing needs
- Breast milk cannot be copied
- Contains infection fighting ingredients that help babies resist infection
- Breast milk is always ready and always available, nothing to prepare or store
- Breast milk is a living substance

Benefits for baby

- Baby does not need to wait for bottle to be prepared, his needs are quickly met
- Protects against infection
- Reduces risk of allergy
- Reduces chance of obesity later in life
- Enhances eye hand coordination
- Improves speech and jaw development

- Breastfeeding reduces the risk of SIDS (Sudden Infant Death Syndrome)
- Physical contact provides comfort and security
- Allows child to reach their full cognitive potential
- Less chance of childhood cancers, Chron's, Celiac, childhood onset diabetes
- Breastfeeding protects baby in a disaster



Benefits for mother

- Breastfeeding immediately after birth reduces risk of post-partum hemorrhaging
- Decreases ovarian, breast and uterine cancers
- Decreases risk of osteoporosis and heart disease
- Relaxes mom and builds confidence
- Night feedings are easier
- Easy to go out with baby, grab a diaper and go
- Breastfeeding delays the return of menses
- Aids in natural weight loss
- It's Free! It's Easy!

Benefits of breastfeeding for the family

- Baby is less fussy
- Baby's diapers are less smelly
- Baby has less visits to the doctor
- Reduces the number of days parents are absent from work
- Breastfeeding saves time
- Breastfeeding is good for the environment



Solid Backing

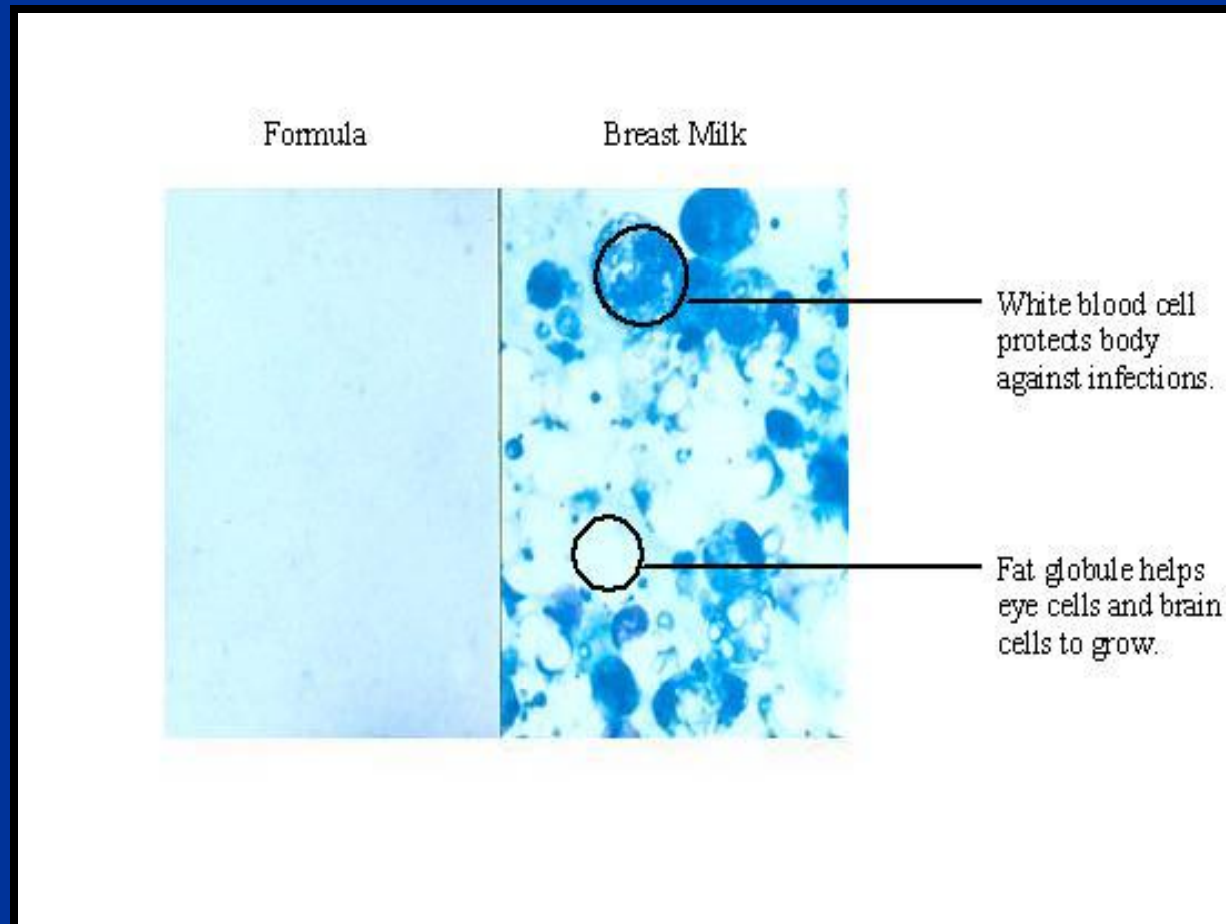


- U.S. Surgeon General
- UNICEF and World Health Organization
- American Academy of Pediatrics (AAP)
- American Dietetic Association (ADA)
- US Dept. of Health and Human Services

Myth or Fact



Breast Milk: The Standard by Which Everything Else is Measured



Supply and Demand

- The more you nurse, the more milk you have



Reasons moms don't breastfeed

- “I heard it hurts”
- “I've heard women with small/large breasts can't breastfeed”
- “My friends say you have to eat special foods”
- “My milk is thin/watery, the baby needs more.”
- “I don't have enough milk”



Tips for dealing with misinformation

- Affirmation
- Education
- Support



Facts

- Breastfeeding should not hurt
- Size of the breast does not impact breastfeeding
- Mom does not need a special diet
- There are ways to know if baby is getting enough



When should a mother avoid breastfeeding?

- Infected with HIV
- Has active Tuberculosis
- Has T-Cell Leukemia Virus
- She is taking medications know to cause harm
- Infant has galactosemia (inability to metabolize galactose)

Cultural and environmental barriers

- “I have to return to work/school”
- “Breastfeeding will tie me down”
- “My partner says they are his”
- “My mom didn’t breastfeed and I’m fine!”

Tips for dealing with barriers

- Affirmation
- Education
- Support

Getting breastfeeding off to a good start



Off to a good start!

- Keep baby skin to skin
- Nurse early and often-
 - * within the first hour of giving birth
 - * 8 to 12 times in a 24 hour period
- Keep baby in your hospital room, avoid separation
- Notice feeding cues
- Breast milk only
- Delay visitors



Signs baby is getting enough:

- Baby is sucking readily, cheeks rounded, shoulders relaxed
- You can feel tugging, no pain
- You can see his jaw moving and hear swallowing
- Breasts soften as the feeding continues
- Baby seems content
- Baby has 6 to 8 wet diapers and 1 to 2 bowel movements per day
- Baby is gaining weight



Signs that baby is not getting enough:

- Listless
- Sleepy, difficult to wake
- Urination less frequent
- Weak cry
- Skin loses its resiliency
- Dry mouth, dry eyes
- Baby's soft spot is sunken in
- Weight loss
- Fever



Breastfeeding Resources: Books

- Pocket Guide for Lactation Management

by: Karin Cadwell and Cindy Turner-Maffei

- The Ultimate Breastfeeding Book of Answers

by: Jack Newman, MD

- The Breastfeeding Answers Book

by: La Leche League International

Breastfeeding Support:

- Health Care Provider

- WIC Agencies

www.health.state.ny.us/prevention/nutrition/wic/

- Lactation Consultants

www.ilca.org/

- La Leche League 1-800-LALECHE,

www.lalecheleague.org/



Breastfeeding resources on the web:

www.breastfeedingpartners.org

<http://www.womenshealth.gov/breastfeeding/benefits/>

<http://www.breastfeeding.com/>

<http://www.lli.org/>

Questions?

