

Review of Procedures: Providing Breastfeeding Promotion, Education & Support

Getting Breastfeeding off to a Good Start:

WIC is moving toward promoting exclusive breastfeeding as the normal and expected way to feed all infants, and away from the current pattern of routine issuance of formula to breastfed infants. The key message for discussing why the new food packages do not allow formula for breastfed babies during the first month is that during the first 4 – 6 weeks, it is crucial for moms to establish a good milk supply. This message needs to be part of a broader effort that educates moms throughout pregnancy, and provides support and follow-up after delivery.

Breastfeeding Discussions During Pregnancy

Certification Visit:

- **Find out mother's breastfeeding intentions:** Questions to help begin the conversation: What have you heard about breastfeeding? What have you thought about breastfeeding with this pregnancy? What were your breastfeeding experiences like with your previous baby? What was the best thing about breastfeeding? What was most challenging?
 - Use techniques such as extending, clarifying, and reflecting to develop the conversation.
- **Address any concerns that the mother voices** (you do not need to discuss benefits of breastfeeding unless the mother does not know any).
- **Inform mother of ways WIC supports breastfeeding:**
 - Extra foods
 - Breastfeeding education classes
 - Mother and baby certified through first year
 - Breast pumps available for certain needs
 - Breastfeeding peer counselors (if appropriate)
- **Recommend that mother know her HIV status** (information is provided in WIC handouts P01 and B01).

The goal of this visit is to get the mother talking about breastfeeding, and to discuss any questions or concerns that she has. This is not the right time to bring up WIC's formula policy, but please feel free to answer questions if the mom asks.

Handouts:

Breastfeeding: Babies Best Start—B01
Will I be Able to Breastfeed Successfully?—B05
Breastfeeding Benefits—B03

2nd Prenatal Visit:

- **Follow up on the previous discussion:**

Questions you may want to ask: Have you thought any more about breastfeeding? Have you made a decision about breastfeeding? What questions or concerns do you have about breastfeeding? (examples might include returning to work/school, separation from baby, etc.)
- **Review Health Questionnaire**
- **Anticipatory guidance topic: Establishing a good milk supply**

The key to successful breastfeeding is establishing a good milk supply. This can take 4-6 weeks. Explain supply and demand principles, and that exclusive breastfeeding during the first month is crucial to establishing a good milk supply. For this reason, WIC does not give supplemental formula in the first month. **(New)**
- **Ask if the mother has support for breastfeeding** (e.g., baby's father, friends, family, co-workers). Mom may not have supportive friends or family. Encourage mom to invite a friend or



family member to join her at her WIC appointments or breastfeeding class to learn more about breastfeeding.

- **Provide information about breastfeeding classes or support groups**

Handouts:

How Family and Friends Help with Breastfeeding –B09

3rd Prenatal visit:

This is the time to cover topics related to getting breastfeeding off to a good start, and letting moms know where they can get breastfeeding support during the first weeks.

Topics to discuss:



- Review “Can Do 5!” crib card, and explain hospital practices that help build milk supply. **(New)**
- Discuss how new moms can get help for breastfeeding once they leave the hospital. Give a list of phone numbers and highlight the most relevant. If possible, ask for permission to call mom after delivery.
- Discuss how to know if the baby is getting enough milk.
- Availability of breast pumps (WIC has breast pumps available for certain circumstances)
- Teach hand expression using either a video or handout.

Handouts:

Hand Expression of Breastmilk—B23

Breastfeeding: The Early Weeks—B13

Is My Baby Getting Enough Milk—B11

Breastfeeding Your Baby: Birth to 4 Months—I03

Breastfeeding Twins or Multiples—B19

Breastfeeding Support and Education after Delivery:

Ways to support breastfeeding moms (in the clinic or over the phone):



- Offer congratulations and praise
- Call within 1 week of expected delivery date to see how mom is doing, and encourage her to come in soon after delivery. **(Best Practice)**
- Find out if mom is experiencing any breastfeeding problems or has any questions.
- Provide referrals and other resources as appropriate
- Review the Health Questionnaire. Assess for appropriate number of feedings, wet or dirty diapers, etc.
- Discuss hunger and satiety cues, and growth spurts,
- Discuss exclusive breastfeeding during the first month.
- Give mom check for baby that says “Congratulations—Thank you for Breastfeeding”

Handouts:

Breastfeeding: Beyond the First Weeks B15

Taking Care of Yourself and Your Baby While Breastfeeding—B07

Breastfeeding: Returning to Work or School? –B21

Breastfeeding Concerns and Solutions—B17