



Breastfeeding Promotion and Education – A Pediatrician's Experience

Birth to Three
July 29, 2014

Objectives

By the end of this presentation the listener will be able to:

- Understand the role of Pediatricians in supporting breastfeeding
- Locate community resources and support available for breastfeeding mothers
- Provide strategies for mothers to engage health professionals in their pursuit to breastfeed
- Learn how as a Head Start professional you can support breastfeeding mothers

Benefits of Breastfeeding

- Benefits to Infant

- Colostrum rich in nutrients and antibodies to protect babies
- Infants experience fewer and shorter episodes of illness
- Lowers the risk of developing allergic disease
- Lack of breastfeeding increases risk of certain illnesses
- Enhances bonding between mother and child

- Health benefits to mother

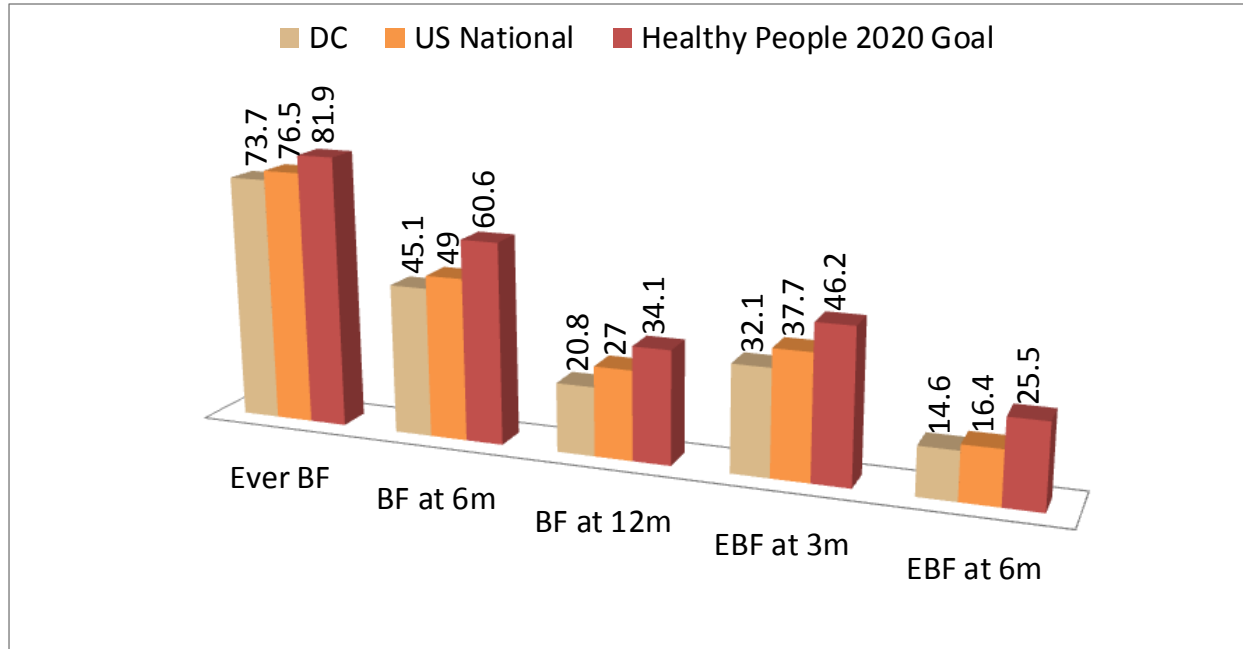
- Benefits to Society



http://www.momlogic.com/2009/05/lactomama_black_breastfeeding_superhero.php

Healthy People 2020 Objectives		
Maternal, Infant, and Child Health (MICH) Objectives	Baseline	Target
MICH 21: Increase the proportion of infants who are breastfed		
Ever	74.0%	81.9%
At 6 months	43.5%	60.6%
At 1 year	22.7%	34.1%
Exclusively through 3 months	33.6%	46.2%
Exclusively through 6 months	14.1%	25.5%
MICH 22: Increase the proportion of employers that have work-site lactation support programs	25.0%	38.0%
MICH 23: Reduce the proportion of breastfed newborns who receive formula supplementation within the first 2 days of life	24.2%	14.2%
MICH 24: Increase the proportion of live births that occur in facilities that provide recommended care for lactating mothers and their babies	2.9%	8.1%

2013 Breastfeeding Report Card



The Ten Steps to Successful Breastfeeding

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within one hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
6. Give newborn infants no food or drink other than breastmilk, unless *medically* indicated.
7. Practice “rooming in”—allow mothers and infants to remain together 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no pacifiers or artificial nipples to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

—Baby-Friendly USA²²¹



Pediatricians as breastfeeding advocates

- Know the importance of breastfeeding
- Inform of the benefits of breastfeeding
- Close follow-up with families
- Establish a network of support for breastfeeding
- Communicate support for breastfeeding in the office
- Train staff with skills necessary to support breastfeeding
- Discuss nutrition and growth at every visit



<http://magazine.nursing.jhu.edu/2012/11/best-fed-beginnings/>

Community Resources

- Local Health Care Professionals

- IBCLC
- Breastfeeding Peer Counselors
- Doula

- USBC

- <http://www.usbreastfeeding.org/>

- ILCA

- www.ilca.org/

- Health Insurance Company

- Mother to mother support groups

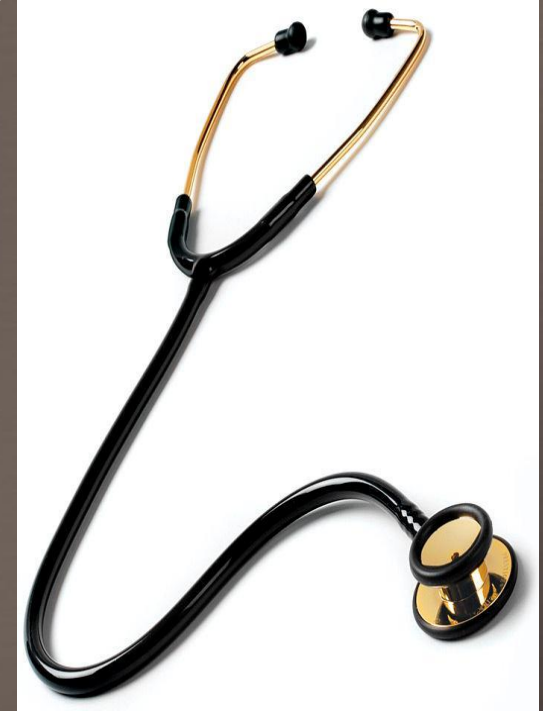
- La Leche League
 - <http://www.llli.org/>
- Breastfeeding USA
- Mocha Moms
 - <http://www.mochamoms.org/>

- WIC

- <http://www.fns.usda.gov/wic/Contacts/satealpha.HTM>

Engaging health care professionals support

- Prenatal period
 - Having the conversation with OB, choose supportive health care professionals
 - Looking for IBCLC in your area
 - Support groups/classes for breastfeeding mothers
 - Baby Friendly hospital
- Peripartum period
 - Having a lactation specialists available at hospitals
- Postpartum period
 - Pediatrician visit within first few days of discharge
 - Continue supportive network



<http://www.medicaexpo.com/prod/prestige-medical/dual-head-stethoscopes-78888-490732.html>

Early head starts role in encouraging breastfeeding

- Familiarize yourself with resources available in your community for breastfeeding
- Provide a breastfeeding friendly area for mothers
- Ensure breastfeeding policy is routinely communicated to families
- Encourage a collaborative relationship with local Pediatricians and community organizations that promote breastfeeding
- Join your local Breastfeeding Coalition
- Ensure families who are breastfeeding have early post discharge follow-up with their Pediatrician
- Be an enthusiastic supporter of breastfeeding
- Know your state regulations related to breastfeeding practices
- Provide breastfeeding education when available

Resources

1. American Academy of Pediatrics. Letter endorsing WHO/UNICEF Ten Steps to Successful Breastfeeding. 2009. Available at www2.aap.org/breastfeeding/files/pdf/TenStepswoSIG.pdf.
 2. American Academy of Pediatrics, American Public Health Association, National Resource Center for Health and Safety in Child Care and Early Education. Caring for our children: National health and safety performance standards; Guidelines for early care and education programs. Elk Grove Village, IL: American Academy of Pediatrics; Washington, DC: American Public Health Association; 2011.
 3. Baby-Friendly USA. *Ten Steps to Successful Breastfeeding*. <http://www.babyfriendlyusa.org/about-us/baby-friendly-hospital-initiative/the-ten-steps>.
 4. Centers for Disease Control and Prevention. Strategies to Prevent Obesity and Other Chronic Diseases: The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies
 5. Atlanta: U.S. Department of Health and Human Services; 2013
- United States Breastfeeding Committee. Workplace Accommodations to Support and Protect Breastfeeding. Washington, DC: United States Breastfeeding Committee; 2010.