

## **Connecticut WIC Program:**

# **Consistent Breastfeeding Education Messages: Building & Maintaining a Milk Supply**

### **Why is this important?**

Extending the duration of breastfeeding extends the impact of breastfeeding benefits for mom and infant. Offering guidance and support prior to delivery, within the first weeks postpartum and beyond helps women increase their duration of breastfeeding by building and maintaining a sufficient milk supply

**WIC's Goal:** Assist mothers in learning the skills to build and maintain a milk supply. **Increase duration of breastfeeding for WIC participants.**

**Learning Objectives: After participating in a group session or individual counseling the participant will:**

1. Identify their breastfeeding goals

Assess:

- Willingness to breastfeed, breastfeeding goals
- Social support: spouse/partner, family, friends
- Medical support: WIC, Healthcare provider (ideally w/CLC or IBCLC on staff)
- Community support: local BF support group, LLL

2. Understand the importance of the early postpartum period in building and maintaining a milk supply
3. Identify key steps they can take to get breastfeeding off to a good start
4. Know how to tell if their infant is getting enough breast milk
5. Learn where to go for additional support in the community to build and maintain an adequate milk supply to meet their breastfeeding goals

### **Key Educational Messages:**

#### **Prenatal BF support**

**Affirmation: It's good you've thought about how you're planning to feed your baby.**

**Many other moms feel overwhelmed with all the information they receive.**

- Put baby to breast within the first hour after delivery/ Encourage mom to practice *rooming-in*
- Educate about colostrum and differences in onset of milk supply (DM, cesarean delivery, etc)

#### **Birth to 6 weeks postpartum**

**Affirmation: Wow! You are doing a great job! OR Yes, a lot of mom experience that, it's normal to feel that way.**

- Distinguish between pain and discomfort, which can be normal in the first days.
  - Discomfort can be result of milk flow, level of suction, pulling of nipple, and positioning/latch.
- Review positioning/latching
- Being aware of feeding cues/nurse baby long enough until satisfied
- Offer both breast at each feeding to keep stimulation on both sides
- Breast compression to stimulate milk ejection reflex
- Support mom's breastfeeding choices
- Inquire as to baby's weight gain in the early weeks; discuss as needed
- Inquire as to pediatrician's recommendation regarding vitamin supplement for the baby; discuss as needed
- Recommend continuation of mother's use of prenatal vitamins and healthful eating.

**3 Keeps to Remember: ♥Keep your milk flowing**

**♥Keep your baby fed**

**♥Keep your baby close**

#### **6 weeks to 3 months**

**Affirmation: It's good to know you are making plans for returning to work. That's a tough situation. I know you'll be able to handle it.**

- Congratulate mom for breastfeeding and remind mom of benefits of BF exclusively for 6 months
- Breastfeeding success/feelings about BF

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### **6 weeks to 3 months (cont.)**

- Monitor weight gain, wet versus dirty diapers
- Discuss cluster feedings
- Thoughts about going back to work and nursing/discuss with employer
- Different impact on milk supply with formula supplementation vs. expressed milk
- If pumping, review storage and handling guidelines
- Effects of medications/oral contraceptives on milk supply
- Speak to healthcare provider about supplements, including herbal supplements
- Self-care: diet, fluids, sleep, physical activity and Support mom's breastfeeding choices

### **3 months to 6 months**

**Affirmation: Your baby looks so healthy! OR You overcame many early challenges, be proud of yourself.**

- Congratulate mom for breastfeeding. Encourage and support her breastfeeding choices/goals.
- Benefits of BF exclusively for 6 months
- Growth spurts (concerns: period of latch, increased hunger, empty breast, etc)
- Biting/anticipatory guidance
- Support mom's breastfeeding choices
- Discuss expected growth patterns and weight of fully breastfed infants during 2<sup>nd</sup> 6 months

### **6 months and beyond**

**Affirmation: Thank you for helping Connecticut and the U.S. meet its breastfeeding goals.**

- Congratulate mom for breastfeeding. Encouragement and support of her breastfeeding choices/goals.
- Introduction of solids and effects on breastfeeding
- Educate mom about changes in frequency and duration of breastfeeding

### **Handouts:**

Establishing Your Milk Supply/How Can I Increase my Milk Supply?/Is my Breastfed Baby Getting Enough?

How Do I Position my Baby to Breastfeed?/Are Your Nipples Sore?/If my Breast Becomes Engorged?

Working and Breastfeeding/Storing Human Milk

### **Resources:**

*The Womanly Art of Breastfeeding* La Leche League International

*Breastfeeding: Keep it Simple* Amy Spangler, MN, RN, IBCLC

*Breastfeeding: A Parent's Guide* Amy Spangler, MN, RN, IBCLC

### **Activities:**

Refer to activities in the Grow and Glow training modules for creative ways to demonstrate milk supply concepts.

[http://www.nal.usda.gov/wicworks/Learning\\_Center/BF\\_training.html](http://www.nal.usda.gov/wicworks/Learning_Center/BF_training.html) Module 5, Speakers Notes, pg 20-21

Group activity: Impact of Supplementation on Milk Supply (Rice and Beans activity)

### **References:**

Your Guide to Breastfeeding <https://www.womenshealth.gov/files/your-guide-to-breastfeeding.pdf>

Learning to Breastfeed <http://www.womenshealth.gov/breastfeeding/learning-to-breastfeed/>

AAP Policy on Breastfeeding [www.aap.org/breastfeeding](http://www.aap.org/breastfeeding)

The CDC Guide to breastfeeding Interventions [www.cdc.gov/breastfeeding/resources/guide.htm](http://www.cdc.gov/breastfeeding/resources/guide.htm)