

## **Connecticut WIC Program:**

# **Consistent Breastfeeding Education Messages: “Baby Shower” Lesson Plan for Moms**

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

As it relates to our PMAD Content Sheet, this lesson plan sets forth an outline for a facilitated group discussion (FGD) for new moms. This lesson plan provides staff with a list of relevant topics for new moms and suggests a novel approach to conveying these messages. This lesson plan can be used either as a Mom and Baby re-certification/certification group, a Mom only recertification/certification group or as a follow-up contact for moms.

**WIC’s Goal:** Ensure new moms feel supported in the early post-partum period. Provide evidenced based information to moms about infant cues, crying and sleep; PMADs & self-care, family planning, nutrition, breastfeeding, formula feeding and others

### **Objectives:**

1. Identify PMAD risk factors
2. List 2 reasons for prioritizing self-care as a new mom
3. Verbalize 1 local resource for mom-to-mom support
4. Recognize infant feeding cues
5. Identify normal infant crying and sleep patterns
6. Determine 1 local family planning resource
7. State process for obtaining a breast pump for return to work or school (as applicable)

**Affirmation:** See affirmations in the staff response section of the table.

**Ice breaker (optional):** Baby B-I-N-G-O. While participants are entering the group, give them a blank bingo card and ask them to fill in items associated with babies. Play a quick game calling out baby items randomly from a list.

(3 columns, 3 rows = total of nine items). Award a small prize to the winner of the game. Proceed with discussion.

### **Activities:**

Basket of items that represent key topics of discussion. Ask participants to take one item from the basket. When all attendees have an item, ask participants to discuss why they chose the specific item and how they feel it fits into being a new mom. Facilitator should affirm all responses and also discuss the intended WIC educational message behind the selected item.

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## Key Educational Messages:

The items selected below represent the discussion objectives above.

Item	Educational point	Suggested staff responses
Tissues	Baby Blues/ PMADs	Normalize feelings and emotions. Use the You Are Not Alone, PSI talking points. Talk about support and access to community groups to help connections other moms. Discuss self-care.
Hairbrush or bubble bath	Self-care	Many moms start to realize that taking care of a baby requires a lot work. While we know that you make your baby a top priority, you need to remember to take care of yourself too. It is important to keep talking with friends and family and be clear about what you need help with. The Breastfeeding planning checklist that we reviewed before pregnancy is a good tool to use to list out who will help with what during this busy time. Asking a family member to help while you take a shower, eat, and/or even leave the house to do something for you for an hour. Affirmations: “Your body is working hard to heal. Taking small steps can make a big difference.” You may not know this, but due to the increase of estrogen during pregnancy hair that should fall out normally does not. As estrogen decreases at about 3 months postpartum you will find your hair will start to fall out. This is normal and normal hair growth will happen 6-12 months postpartum.
Old flip cell phone or note pad and pencil	Communication of needs	Discuss all paths of communication that exist in the new family dynamic. (mom and baby and/or other children; mom and support network; mom and healthcare providers) Provide information on community support groups or resources at your local agency. Baby needs and SBB resources.  As we all know family and friends are always excited to see the new baby. Have clear communication with family and friends about spacing their visits. Especially for breastfeeding moms it’s important that mom and baby are able to nurse comfortably, so make sure you talk about your feeding plans with people who may be stopping by. Here is an example of what to say, “Sure you can come over and see the baby and I could really use the help with changing the bedclothes.” or washing the dishes, or vacuuming the living room.” Or insert... whatever... “Of course you can come over, do you mind bringing fresh fruit?”
Small pillow, night light or sleep mask	Sleep expectations; importance of sleep	Could discuss infant sleep expectations and strategies to help support mom/dad in efforts to get sleep. Can use or show baby behavior information (videos)
Piece of faux fruit or vegetable, water bottle	Get adequate nutrition	Discuss ways to incorporate fast, easy nutritious foods/snacks into the day. Brainstorm ideas that moms in group use to stay hydrated and include healthy meals and snacks. Refer to Choose My Plate website. WIC Shopper app with recipes.
Mini calendar	Keep regular doctor's appointments for mom & baby.	Early on, your baby may have many appointments with providers to make sure he is growing well. You also want to make sure you follow-up with your provider too.” What other mom’s find helpful is adding appointments to their phones/calendars and setting alerts.”
Small net	Safety net for support	Discuss various community support groups, i.e. BF support, family/friends support. (Mom may respond with comments like "I feel trapped/caught" etc.)
Sweatband	Physical activity/exercise	Within the first weeks after having a baby moms may start saying they want to lose weight and fit in their clothes. Remember to validate feelings, listen for change talk and

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		<p>assure her she will feel better soon. Encourage finding balance with eating, weight loss and maintaining breastmilk supply.</p> <p>Depending on the type of delivery or other medical concerns (i.e. pre-eclampsia), recommend/refer participant to their physician to determine when it is advised to resume physical activity.</p> <p>Staff can provide information concerning lactic acid build-up and its effects on potentially decreasing milk supply. Reassure mom that studies note no difference in acceptance of the breast even after intense physical activity.</p> <p>Affirm the change talk re: her own physical activity...</p> <p>“Even a short walk around the block can make you feel better”, “A little sunshine goes a long way”, “Take small steps. Don’t compare yourself to others.” “A lot of moms I talk with feel this way, so you are not alone.” Find an activity you enjoy, as you will be more likely to follow through.” “What I find is that moms’ will resume their gym membership”</p>
Clock/watch	Feeding cues	<p>Watch the baby, not the clock. Although it is tempting to get baby on a feeding schedule for both formula and breastfeeding, it is not always one size fits all. When you watch your baby and responds quickly and appropriately to feeding cues, you help your baby understand that they are been listened to and will get their needs met.</p> <p>(However, participants could have many reasons for choosing this item- "I have no time", "I never sleep", "I feel like there isn't enough time in the day".) All reasons are valid, we affirm and then also offer our reason behind including the clock.</p>
Condoms/Birth Control	Family planning considerations.	<p>Most women are counseled by their OB-GYN, to avoid sexual intercourse for 6 weeks after a vaginal birth. Depending on when this group happens, this point may be passed. However, we should reinforce various resources available to mothers to be able to responsibly plan their family size and spacing. Discuss the need for a mother's body to replenish nutritional stores prior to becoming pregnant again. Clarify that even if breastfeeding, women should consider using a back-up method of birth control especially to protect against STD's but also pregnancy. Unless exclusive breastfeeding, there still is a risk of pregnancy with unprotected sex. And even this is not 100% effective.</p> <p>Affirmation: “Take the time to enjoy your baby and allow your body to recovery properly.” It is OK to discuss your family planning goals with your doctor.” (This is also an interesting item, usually evokes laughter. I've heard- "My partner wants to have sex all the time, but I'm tired." or various iterations of this response. I've also heard, my partner won't use a condom, so I need to protect myself...)</p>

#### Online Resources:

Postpartum Support International <http://www.postpartum.net/>

Postpartum Support International (PSI) was founded in 1987 by Jane Honikman in Santa Barbara, California. The purpose of the organization is to increase awareness among public and professional communities about the emotional changes that women experience during pregnancy and postpartum. Approximately 15% of all women will experience postpartum depression following the birth of a child. Up to 10% will experience depression or anxiety during pregnancy. When the mental health of the mother is compromised, it affects the entire family.

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### **Secrets of Baby Behavior**

<https://www.bing.com/videos/search?q=youtube+secrets+of+baby+behavior&qvpt=youtube+secrets+of+baby+behavior&view=detail&mid=B17182EDD94AD827F4FBB17182EDD94AD827F4FB&&FORM=VRDGAR>

You Tube video (16:00 minutes) from California WIC Program “Chat with Dr. Jane” Covers Sleep, Cues and Crying questions.

### **Breastfeeding USA <https://breastfeedingusa.org/>**

Breastfeeding USA, Inc. provides evidence-based information and support, and promotes breastfeeding as the biological and cultural norm. We accomplish this through a network of accredited breastfeeding counselors and comprehensive resources for the benefit of mothers and babies, families, and communities.