

Connecticut WIC Program:

Consistent Breastfeeding Education Messages: Building & Maintaining a Milk Supply

Why is this important?

Increasing the duration of breastfeeding extends the impact of breastfeeding benefits for mom and infant. Providing education, anticipatory 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 how to build and maintain a milk supply to **increase duration of breastfeeding.**

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

1. Identify their breastfeeding goals
Assess:
 - State breastfeeding goals
 - Identify social support: spouse/partner, family, friends
 - Identify medical support: Healthcare provider, WIC (CLC, IBCLC)
 - Community support: WIC Peer Counselor, local support group, e.g., LLL, BF USA, local hospital/clinic
2. Understand the importance of the early postpartum period to build and maintain a milk supply
3. Identify key steps to get breastfeeding off to a good start
4. List ways to know how to tell if their infant is getting enough breast milk
5. Learn WIC is a resource for Breastfeeding support and assistance. In addition, understand, other community support exists which can help to achieve feeding goals (staff needs to explain the local agency Breastfeeding Resources document).

Key Educational Messages:

Prenatal BF support

Affirmation: It's good you've thought about how you're planning to feed your baby. Many moms feel overwhelmed with all the information they receive. We are here to support you in your feeding choice.

Use It's Worth It Make a Plan checklist to review keys to breastfeeding success.

Below are prenatal and post-partum talking points that can be helpful at specific time frames. It is not expected to discuss all these talking points and some might be more relevant at different times based on the participants concerns, questions.

First Trimester:

- Discuss previous breastfeeding experience (if applicable)
- Discuss benefits of breastfeeding
- Learn and if needed clarify myths
- If the participant doesn't have a feeding goal, start facilitating a discussion to establish a breastfeeding goal
- Assess participant specific challenges to breastfeeding if necessary
- Identify and encourage participant to discuss breastfeeding choice with support people
- Discuss breastfeeding in the first weeks postpartum.
- Encourage and identify where participants can attend childbirth education or infant care class.
- Discuss and or reenforce benefits of exclusive breastfeeding. Discuss AAP and WHO recommendations.
- Discuss Breastfeeding Peer Counseling Program and refer if participant consents and is interested (if applicable), document this in CT-WIC.

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Second Trimester:

- Review benefits of colostrum (quality not quantity)
- Discuss support network in hospital and at home
- Discuss hospital birth and breastfeeding plan
- Review concept of requesting skin to skin contact with baby in 1st hour
- Discuss importance and what it means to “room-in” with baby during hospital stay
- Review feeding cues and how they help with establishing full milk production
- Review basic latch and positioning.
- Discuss Breastfeeding Peer Counseling Program if the participant was a good candidate and declined during the first trimester, refer if participant consents and is interested (if applicable) and document.
- Review normal breastfeeding the first 5 days, including feeding on demand to help manage primary engorgement and to advocate for assistance if needed.

Third Trimester:

- Discuss family and friend support network
- Review local breastfeeding resources
- Discuss hospital strategies to ensure breastfeeding is successful (skin to skin, limit separation, limit or avoid pacifiers and early formula supplementation)
- Address support for other responsibilities (ex: other children, housework, cooking, etc.)
- Cues, crying, and sleep (Secrets to Baby Behavior)
- Discuss plans for return to work or school
- Review CT and Federal breastfeeding laws, as needed
- Discuss breast pump availability (Husky, Private insurance, WIC)
- Discuss risks of early pumping if not medically indicated. Reinforce using a pump only when milk supply is established in healthy term infants.
- Review paced bottle feeding as a method for using a bottle.
- Discuss plans family members have about caring for baby (Risk of early artificial nipple use, pacifiers, bottles).
- Discuss support network and who is available to contribute in other ways to help mom.
- Review signs baby is getting enough milk (rev dirty diapers and normal weight loss early postpartum).
- Set expectations for colostrum, milk production
- Review latch and positioning and they are so important. Demonstrate the pictures, doll, or breast model. Enc Mom to seek assistance and help feeding in the hospital. Once home if issues arise encourage Mom to call WIC or her Health Care Provider.
- Discuss Breastfeeding Peer Counseling Program if the participant was a good candidate and declined during the first and second trimester, refer if participant consents and is interested (if applicable) and document.

Birth to 6 weeks postpartum

Affirmation: Wow! You are doing a great job! Yes, a lot of moms’ experience that, it’s normal to feel that way.

Use It’s Worth it Make it Work Checklist to review BTW/BTS plans as appropriate, including milk storage guidelines.

- Ask open ended questions, ask what is going well.
- Review feeding cues/nurse baby on demand
- Discuss baby’s stomach size in relation to feeding frequency
- Offer both breast at each feeding to keep stimulation on both sides
- Ask about positions used to breastfeed, review importance of changing positions and educate on them as needed.
- Review breast compression to stimulate milk ejection reflex

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- Support mom's breastfeeding choices
- Discuss support system, and their role in supporting mom and her breastfeeding goals.
- Ask baby current weight, if able and mom is interested weigh the baby. If necessary, review weight gain patterns.
- Affirm mom that she is making enough milk, (if reports adequate output and signs baby is getting enough).
- Breast milk usually does not provide all the vitamin D a baby needs, therefore breastfed babies will need a supplement of 400 IU of vitamin D per day beginning shortly after birth.
 - Ask if the baby's pediatrician recommended vitamin D supplementation.
 - If yes, ask if the Mom is giving daily to the baby.
 - If the pediatrician has not recommended vitamin D, encourage the Mom to discuss vitamin D supplementation.
- 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, you are a great mom.

- Congratulate mom for breastfeeding and remind mom of benefits of BF exclusively for 6 months
- Breastfeeding success/feelings about BF (what's going well, what's challenging)
- Discuss cluster feedings and growth patterns related to feeding frequency
- If not back to work or school yet, review plans if going back. Have them talk to necessary people about expressing milk.
- Supply and demand of breastfeeding and how formula introduction can affect breast milk supply
- Discuss birth control plans and encourage her to talk to her HCP that she is breastfeeding.
- If pumping review storage and handling guidelines
- Self-care: ask if mom attended her post-partum appointment, discuss her nutrition, fluids, sleep, physical activity, and support mom's breastfeeding choices
- Ask if the baby is still taking vitamin D supplements, if not encourage daily supplementation.

3 months to 6 months

Affirmation: Look how far you have come, you are achieving the goals you have set for yourself and your baby, be proud of yourself!

- Congratulate mom for breastfeeding. Encourage and support her breastfeeding goals, review benefits of BF exclusively for 6 months
- Growth spurts (concerns: period of latch, increased hunger, empty breast, etc.)
- Biting/anticipatory guidance
- If pumping: support importance of regular/scheduled emptying of breast to support ongoing milk production. Support in pumping efforts: hands on pumping, auditory and visual stimulation to support letdown and expression.
- Anticipatory guidance for starting solids. Review developmental signs of readiness for solids and how to start.
- Ask if the baby is still taking vitamin D supplements, if not encourage daily supplementation.

6 months and beyond

Affirmation: Thank you for helping Connecticut and the U.S. meet its breastfeeding goals. Your baby is so lucky.

- Congratulate mom for breastfeeding. Encourage and support her breastfeeding choices/goals.
- Continue to support mom in responding to infant hunger cues, feeding on demand.
- Pump support: guidance for regular emptying of breasts and supporting moms' pumping plan.

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- Provide anticipatory guidance on continued breastfeeding as babies diet advances, review use of cup, table foods.
- Reevaluate/reaffirm breastfeeding goal. Support and encourage breastfeed beyond the first year of life.
- Ask if the baby is still taking vitamin D supplements, if not encourage daily supplementation.

Handouts:

Childbirth Graphics from WIC Breastfeeding Order Form:

- Is my Breastfed Baby Getting Enough?
- Positions for Breastfeeding
- Waking a Sleepy Baby

Noodle Soup: Working and Breastfeeding

[It's Worth It: Make A Plan & Make It Work](#)

- **Targeted Resources based on participant needs:**WIC Breastfeeding Support:
<https://wicbreastfeeding.fns.usda.gov/>
- [Low Milk Supply](#) (video on Milk Supply)
- [Making Milk Expression Work For You \(video\)](#)
- WIC Works-Grow and Glow Modules
 - Section 8: Continuing Breastfeeding: <https://wicworks.fns.usda.gov/resources/grow-and-glow-wic>

Office on Women's Health: <https://www.womenshealth.gov/breastfeeding/learning-breastfeed/making-breastmilk>

Kelly Mom

- [Pumping Decrease](#)
- [How much expressed milk will my baby need?](#)
- [Resources: Milk expression tips & pump information](#)

[It's Worth It](#)

[The Womanly Art of Breastfeeding](#)-La Leche League International
Breastfeeding: A Parent's Guide Amy Spangler, MN, RN, IBCLC

References:

[Your Guide to Breastfeeding](#)-Office on Women's Health

[Learning to Breastfeed](#)-Office on Women's Health

[AAP Policy on Breastfeeding](#)-American Academy of Pediatrics

[The CDC Guide to Breastfeeding Strategies to Support Breastfeeding Mothers and Babies](#)

[Dietary Guidelines for Americans, 2020-2025](#)