

Perinatal Outreach Breastfeeding Newsletter

ISSUE 4

August 2019

The Provider's Role in Supporting Breastfeeding

By Kara Kaikini

Healthcare providers have a significant role in supporting breastfeeding. Parents often look to their providers for information and recommendations, and though providers are ready to share the evidence-based information parents often need more than a list of facts and instructions handed to them.

Following these suggestions from NICHQ about how to have better conversations about breastfeeding can go a long way in supporting families who want to breastfeed: <https://www.nichq.org/insight/better-approach-conversations-about-breastfeeding>

- ✓ Be passive and listen, and remember to adjust your underlying assumptions
- ✓ When providing education, share the “whys” and not just the “whats”
- ✓ Ask yourself, “Where do I fit in this family’s breastfeeding journey?”
- ✓ Use open-ended, probing questions to inspire two-way conversations (see pg 2 for sample scripting)

Need an easy way to remember what to focus on in these conversations? Try using the **LOVE** Technique:

1. “**Listen**” to what the families are saying
2. Ask those “**Open-ended**” questions
3. “**Validate**” their feelings and
4. Provide targeted “**Education**” that addresses families’ concerns

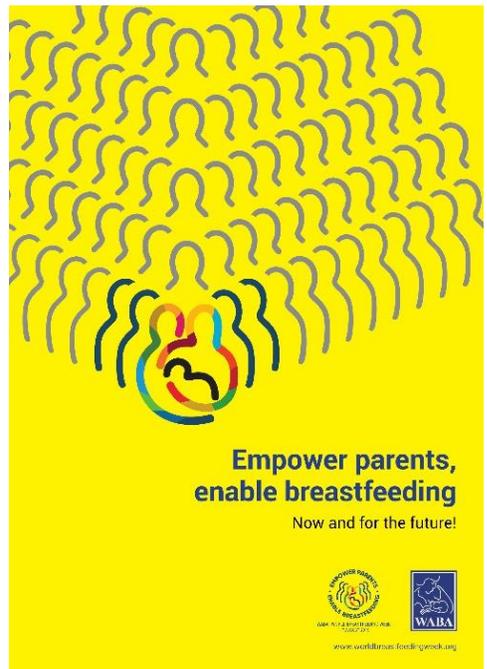


Stay tuned for regular newsletters and educational opportunities, and contact me anytime with any questions!

~Kara Kaikini, MS, IBCLC

Kaikik@mmc.org

Happy World Breastfeeding Week!
August 1-7, 2019



Responses/Questions to Inspire Two-Way Conversations About Breastfeeding

Mother: “I don’t like it. / I just don’t want to. / I don’t feel comfortable. I had trouble breastfeeding my other kids. / I don’t make milk.”

Provider: “Tell me more about what you’ve heard... What were your biggest challenges? ...Tell me more about your experience... If you’re interested, we can help you and your baby have a comfortable latch/establish a milk supply that will meet your goals. We can also connect you to a lactation consultant that can help you along the way.”

Mother: “I have to go back to work soon.”

Provider: “I can see why that would be a concern. What do you see as the biggest challenge? If this wasn’t a barrier, what would you like to do? If you’re interested, we can work with you to come up with a plan that will make [insert her specific concern] easier.”

CONTINUING EDUCATION

- [Center for Breastfeeding Certified Lactation Counselor \(CLC\) Trainings](#)
- [United States Lactation Consultant Association Recorded Webinars](#) (wide-range of excellent webinars; pricing available for members and non-members)
- [B.E.S.T. Connection Breastfeeding Conference](#): Sept 12-13, 2019, Seasons Event and Conference Center, Portland

Save the Date!

Sponsored by:
Perinatal Quality Collaborative for Maine

**Fall Symposium:
Improving Perinatal Health in Maine**

*Partner with others to improve
the health of mothers and babies.*

**Tuesday, October 1, 2019
Auburn Hilton Garden Inn**

RESOURCES- PEDIATRIC FOCUS

- [AAP's Physician Education and Training on Breastfeeding ACTION PLAN](#)
 - “The AAP developed a comprehensive action plan that includes recommendations for addressing: (1) gaps in breastfeeding training and education for physicians, with special emphasis on underserved populations and (2) training to support the safe implementation of evidence-based maternity practices supportive of breastfeeding. Strategies include integration of breastfeeding training in the various stages of formal medical education, encouraging culture change to support breastfeeding within the medical education and training process, and encouragement of continuity of care with community breastfeeding resources.”
- [AAP's Breastfeeding Educational Resources](#)
 - This website lists breastfeeding-specific textbooks, online courses, live conferences, journals, and additional breastfeeding courses & materials available to health professionals.

NEW RESEARCH

"Pediatricians Advocating Breastfeeding: Let's Start with Supporting our Fellow Pediatricians First"

[https://www.jpeds.com/article/S0022-3476\(19\)30001-0/pdf](https://www.jpeds.com/article/S0022-3476(19)30001-0/pdf)

- Less than one-third of physician mothers are able to reach their personal breastfeeding goal, with more than one-half stating that “they would have breastfed longer if their job had been more supportive.”
- The benefits of supporting breastfeeding physicians extend beyond the benefits to their infants and include the well-being of the physician mother. This in turn results in improved patient care and contributions to overall workplace wellness. Physicians who have successfully provided breast milk to their infants are more likely to support continued breastfeeding in their patients.
- Pediatric leadership can further this effort in their hospitals, departments, and offices by adopting policies and cultures of acceptance and encouragement for breastfeeding.
- Cited in the article is [this policy](#) adopted by the University of Michigan Department of Pediatrics.

#LACTFACT

[Effect of Early Limited Formula on Breastfeeding Duration in the First Year of Life](#)

JAMA Pediatrics, Published online June 3, 2019

“Giving small amounts of formula supplementation routinely in the first few days postpartum to prevent excessive weight loss is associated with decreased breastfeeding postpartum.”

Read More [here](#) and consider signing up for [IABLE](#)'s newsletters and LACTFACTs.

IABLE is a nonprofit organization whose mission is to optimize the promotion and support of breastfeeding for families in the outpatient sector. IABLE is dedicated to building Breastfeeding Friendly Medical Systems and Communities.

PARENT PEARL

What was the most helpful support or education you received from a healthcare provider about breastfeeding?

“Breastfeeding is such a journey for both mama and baby and in the beginning, I was so nervous! I felt so much pressure to be a breastfeeding "pro" right away and that had a huge impact on the start of our experience. Addy was such a little peanut when she was born so getting her the proper nutrition was crucial for us!



One of the most helpful tips we received was from our lactation consultant who, in addition to making sure we had a solid understanding of the basics of breastfeeding, told us that we should do what works best for us and our family - whether that is in terms of feeding length, feeding position, feeding on the breast, or utilizing pumped milk in a bottle - every baby and every mama duo is different and that's okay!

My lifesaver was the Breastfeeding Support Group - we made meaningful connections with other moms and babies and still keep in touch! My only regret is that I didn't start going sooner! It was so nice to be reminded that I was not alone in this experience and that we are all just trying to do the very best that we can for our little ones.

We are nine months into our breastfeeding journey and it's become a very special and organic part of our routine! I love the connection we've been able to form through this experience and I am grateful for each and every day that it continues!”

- Emily Long and baby Adelynn (Addy)

PROVIDER PEARL

Pediatricians can play a huge role in breastfeeding success!

By Pamela Kinney Tozier RN-IV,BSN,CCE,IBCLC

Pediatricians can play a huge role in support of our breastfeeding families! One of the best ways is to begin by educating each family on the AAP's stance in support of exclusive breastfeeding for 6 months. When a family hears the sincerity from a physician of their professional support of exclusive breastfeeding and feels strongly encouraged by their doctor to do so, research shows that families listen and are apt to do just that! When their Doctor says it's a great thing to do, that actually carries more weight than any printed information or messaging from any other member of the health care team promoting breastfeeding! Pediatricians have great POWER!

Some of the highlights that parents love to hear include how exclusive breastfeeding can decrease ear infections, allergies, asthma, diabetes, obesity, hospitalizations, and SIDS. Parents who say they will feed formula "because I have to get back to work and don't want to pump", etc., can be encouraged to give some early breastmilk so baby will get at least a little of some of the antibodies and immunities from mom. Let parents know that any breastfeeding is better than none. Colostrum matters! If a newborn's gut can first receive breastmilk before formula, baby digests better and that sets the stage for a healthier microbiome!



Pediatricians have an immense role to play in support of exclusive breastfeeding. Please remember that your voice is heard loud and clear by new parents, and remember to refer any family to a Lactation Consultant for further guidance as needed.

Thank you so much for your support!

Pamela Kinney Tozier RN-IV,BSN,CCE,IBCLC
Lactation Consultant
Maine Medical Center

FOR MORE INFORMATION

If you have any questions, requests for specific education, or something you'd like to include in a future newsletter, please contact us!

Also, if you received this email from a colleague and would like to be added to the distribution list, please contact Kara.

Kara Kaikini, MS, IBCLC, Breastfeeding Consultant, kaikik@mmc.org

Kelley Bowden, MS, RN, Perinatal Outreach Education Coordinator, bowdek@mmc.org