

Using the *Bringing Home Baby* Magazine as Nutrition Education

The “Bringing Home Baby” magazine from the National WIC Association and Meridith Publication Corporation is provided to Kansas WIC families as part of their ongoing nutrition education. Using a modern magazine format allows a large amount of information to be shared in concise quick articles rather than long difficult to read narrative.

The magazine provides tips for new parents whose infant is between newborn and six weeks old. The emphasis is on building parental confidence in understanding the cues their infants are giving and feeling they are able to nurture, care for, and feed their infant. Parents are given tips on successful breastfeeding, use of bottles and returning to work or school. New mothers are provided with information on postpartum depression, asking for help in the first few weeks, and how to “de-stress” as a new parent.

When the magazine is distributed to clients, they should not just be handed to the client as a “give-away”, but should be used as part of the nutrition education offered at that WIC appointment.

Below are several ideas on how the magazine could be used as part of the counseling/nutrition education experience:

1. **Baby’s First Feeding**—Many mothers get discouraged early in their breastfeeding experience because they do not know what to expect. Using a question and answer format, the magazine addresses the mother’s fears and helps her to understand colostrum and what to expect when her milk “comes in”. This section could act as a way to introduce the subject to mothers new to breastfeeding. (Refer to *My Baby’s First Feeding* on page 2 and *Your Breastfeeding Questions Answered* on page 4)
2. **Benefits of Breastfeeding**--Using a physician to broach the subject, the magazine provides a list of many of the benefits of breastfeeding to mothers and babies. Some clients are more likely to believe information about the benefits of breastfeeding when it comes from an “expert” like a physician. Use the article *Breastfeeding: A Mother’s Gift* on page 3, by Dr. Norma Rosales, to share the benefits of continued breastfeeding with new mothers.
3. **Understanding Baby’s Cues**—What new parent wouldn’t like a “user’s manual” to help them understand what their infant is trying to say? Three articles –*What’s Your Baby Saying* (page 7), *Simple Soothers*(page 7) and *Your Breastfeeding Questions Answered* (page 4) offer tips to help parents understand facial and body cues that will allow them to be more confident in caring for their child. Encourage parents to look for these cues in building their confidence to breastfeed their child and get them off to a great start.
4. **Getting Breastfeeding Off to a Good Start**—Mothers may often hear great messages from WIC staff but may tend to put more credence to what they hear from friends and family. That is why the breastfeeding peer counselor program is successful. Use the magazine article-*Your Guide to*

Breastfeeding Success (page 5) to share information from one peer counselor with your new mom.

5. **Using a Bottle With Breastfeeding**—Some mothers choose to use a bottle for a variety of reasons. They may want to include others in the feeding experience or they may need to return to school or work. The magazine provides sound advice on how to use a bottle in conjunction with breastfeeding and how to allow others to help in the experience. Refer to the article on page 6, *From the Expert: Bottle Basics*.
6. **Baby's Sleep**—The first few weeks of a baby's life often leads to parents asking "When will he sleep through the night?" Use the magazine to spark the conversation about what is "normal" for infant sleep patterns and ways to reduce the risk of Sudden Infant Death Syndrome (SIDS). Refer to the articles on page 8, *Your Baby's Sleep: What to Expect* and *How can I make bedtime safe?*
7. **Taking Care of Mom**—Becoming a new mother can be stressful for many women. Some are hesitant to ask for help, feeling they should be able to do it all. Some may be feeling "blue" or show signs of postpartum depression and not know what to do. Three articles in the magazine—*Help Wanted* (page 9), *3 Simple Stress Busters* (page 9), and *What To Do If You're Feeling Blue* (page 10) can provide suggestions on how to handle these situations and expand the conversation during the counseling session.
8. **Returning to Work or School**—Use the article of tips on returning to work or school to frame the conversation with moms who will be facing these challenges. Having the magazine to refer to can help clients understand that just because they may need to leave their infant during the day, breastfeeding need not cease. Refer to the article on page 10: *5 Tips for Going Back to Work or School*.
9. **Quick, Easy, Healthy Eating**—Use the recipes provided in the magazine along with additional ideas and tips to help clients understand the importance of eating well in the first few weeks after delivery. Having quick, easy recipes available can help mothers who may be feeling stressed see how they can eat healthfully without adding to their stress level. The recipes can be found on page 11 and 12: *Healthy Recipes for You*.

For ease of documentation, the magazine is listed in the Nutrition Education Handouts section in the KWIC system.