

## **Breastfeeding Education Timeline**

### **Initial Prenatal Certification**

Assess the mother's thoughts about breastfeeding. Questions to consider:

- What have you heard about breastfeeding?
- What was your previous experience like with your last baby?
- If you breastfed your last baby, what was the experience like? What worked well? What was challenging?

Explore concerns the mother might have, being careful to assure her that her feelings are normal.

### **Anticipatory Guidance**

Explain how WIC supports her with breastfeeding:

- Extra WIC foods for breastfeeding mothers and babies
- Certification for both mother and baby through the first year of the baby's life
- Breastfeeding education classes and support group meetings
- Breast pumps for certain needs
- Breastfeeding peer counselors

Remind mothers to know their HIV status.

### **Education Materials that may be used**

#### **Order from WIC Publications Order Form**

*Breastmilk – As Good as it Gets! bookmark*

**Website Publication** [http://www.kansaswic.org/nutrition\\_education/nutrition\\_edu\\_materials.html](http://www.kansaswic.org/nutrition_education/nutrition_edu_materials.html)

*Benefits of Breastfeeding*

### **2nd Prenatal Visit**

Assess additional questions and thoughts mothers might have had about breastfeeding since the last visit:

- Who can support you with breastfeeding? (ex: baby's father, her mother, other family members, friends, co-workers)
- What has your mother/partner told you about breastfeeding?
- How do you feel about what they say?
- What are your plans after the baby is born (i.e., returning to work or school?)
- How supportive do you feel your employer will be?
- What other questions do you have about breastfeeding?

### **Anticipatory Guidance**

- How the breast makes milk
- Combining breastfeeding and employment
- Ways WIC supports breastfeeding, including no routine infant formula to breastfed babies less than 1 month old
- Who can help

### **Education Materials that may be used**

#### **Order from WIC Publications Order Form**

*Breastfeeding – A Magical Bond of Love*

*Grandparents Play An Important Role – Magical Bond of Love*

*Dads Play An Important Role – Magical Bond of Love*

**Website Publication** [http://www.kansaswic.org/nutrition\\_education/nutrition\\_edu\\_materials.html](http://www.kansaswic.org/nutrition_education/nutrition_edu_materials.html)

*What Are the Risks of Formula Feeding?*

### **3rd Prenatal Visit**

Assess how the mother is preparing for breastfeeding, including:

- Classes she may have attended
- Conversations she has had with her family and physician
- Support after the baby is born

#### **Anticipatory Guidance**

- Hospital practices that get breastfeeding off to a good start
- The impact of supplementation on milk production
- How to know her baby is getting enough milk
- Feeding cues that will alert her that baby is ready to feed
- Options for breastfeeding support in the community

Explain how WIC supports her with breastfeeding:

- No routine formula to help her establish a good milk production and protect her intention to breastfeed
- Availability of breast pumps in certain circumstances
- Food package for both the mother and baby through the first year of her baby's life
- Access to peer counselor and WIC Designated Breastfeeding Expert to help her with her questions and concerns

**Education Materials that may be used** - (all of these are items that can be used if you see the mom right before delivery)

#### **Order from WIC Publications Order Form**

*A Special Gift for Your New Baby*

*Mother Baby Log*

*I'm Learning to Breastfeed – crib card*

*Why Babies Breastfeeding Often*

*Bringing Home Baby*

*Breastfeeding You Can Do It DVD*

*Laid Back Breastfeeding Bookmark*

*Skin-to-skin! Get Close to Baby Bookmark*

#### **Order from Brush Art (<http://www.brushartwicmaterials.com>)**

*Understanding your Baby's Behavior*

**Website Publication** [http://www.kansaswic.org/nutrition\\_education/nutrition\\_edu\\_materials.html](http://www.kansaswic.org/nutrition_education/nutrition_edu_materials.html)

*During the Early Months*

### **Before Delivery**

Assess by phoning mother within 1 week of expected delivery date:

- How is pregnancy going? How comfortable is she? What delivery plans is she expecting at this point?

Remind her to:

- Come in as soon as possible after delivery to enroll baby on WIC and to receive assistance with breastfeeding, if needed

- Contact her peer counselor as soon as her baby is born
- Ask the hospital IBCLC to assist her with breastfeeding and to observe a feeding before she is discharged

**After Delivery** ( telephone call and post-delivery WIC visit)

Assess how the mother feels breastfeeding is going and how baby is doing :

- Call within 1 week to offer congratulations and praise
- Ask how she feels breastfeeding is going
- Ask her baby's output and weight loss/gain since delivery

**Anticipatory Guidance**

- Baby's hunger and satiety cues
- Growth spurts
- How her breasts might feel as milk flow increases

Remind mothers about the importance of exclusive breastfeeding for around the first 6 months of her baby's life.

Explain how WIC supports her with breastfeeding:

- No routine formula to help her establish a good milk production
- Availability of breast pumps in certain circumstances
- Food package through the baby's first year of life
- Access to peer counselors and WIC Designated Breastfeeding Expert to help her with her questions and concerns

**Education Materials that may be used**

**Order from WIC Publications Order Form**

*Loving Support Breastfeeding Law Card*

*Breaktime for Nursing Mothers Card*

*Postcard series – Breastfeeding A Special Gift* (other postcards are available to use throughout the breastfeeding duration)

*Laid Back Breastfeeding Bookmark*

**Order from Brush Art (<http://www.brushartwicmaterials.com>)**

*Why Does Your Baby Cry?*

*Understanding Your Baby's Sleep*

*What Your Baby Is Saying*

**Website Publication [http://www.kansaswic.org/nutrition\\_education/nutrition\\_edu\\_materials.html](http://www.kansaswic.org/nutrition_education/nutrition_edu_materials.html)**

There are many handouts to print from the WIC website that deal with specific information for use through the breastfeeding duration. For example *Breastfeeding and Biting* or *Mastitis During Breastfeeding*.

(ADAPTED FROM THE NORTH COUNTY HEALTH SERVICES, SAN MARCOS, CA AND THE "REVIEW OF PROCEDURES: PROVIDING BREASTFEEDING PROMOTION, EDUCATION AND SUPPORT" FROM THE COLORADO WIC STATE AGENCY. MATERIALS AVAILABLE ONLINE AT WIC WORKS RESOURCE SYSTEM:

[HTTP://WWW.NAL.USDA.GOV/WICWORKS/SHARING\\_CENTER/GALLERY/WIC\\_FOODS3.HTM](http://WWW.NAL.USDA.GOV/WICWORKS/SHARING_CENTER/GALLERY/WIC_FOODS3.HTM) )