

Help Moms Protect Breastfeeding!

Use this “cheat sheet” for ideas on how to effectively educate mothers about key maternity care practices associated with the Protect Breastfeeding Counseling Sheet.



USING IT IN WIC

- **WIC CPA** recertification appointment or as part of a nutrition assessment
- **Peer counselor** during prenatal or postpartum visits with WIC mothers
- **WIC Designated Breastfeeding Expert** helping moms with breastfeeding concerns
- **WIC staff** who see mothers in the hospital
- **Educator** during group education classes or mother’s meetings
- **Anyone who counsels new moms** about infant feeding, especially during the early days of breastfeeding



TEACHABLE MOMENTS

- **3rd Trimester of Pregnancy:** Help moms prepare for breastfeeding.
- **Early Postpartum Period:** Help build mom’s confidence in breastfeeding exclusively.
- **Any point at which mothers are experiencing challenges**



WIC PARTICIPANT-CENTERED APPROACH

Starting the Conversation

- How do you feel breastfeeding is going?
- What have you heard about exclusive breastfeeding?
- What concerns you most about breastfeeding exclusively?

Sample Follow-Up Questions



LEARN YOUR BABY

- How do you know when your baby is ready to eat?
- How do you feel when you see your baby fuss or wanting to suck?



TALK WITH FAMILY/FRIENDS

- Whom do you know who has breastfed?
- What does your mother tell you about breastfeeding? What about your partner?
- How does your family feel about you breastfeeding?



CALM BABY IF HE'S FUSSY

- What do you know about holding your baby skin-to-skin?
- What have you heard about using pacifiers or giving bottles when baby fusses?



COMMON CONCERNS

COMMON CONCERNS	AFFIRMATION	EDUCATION	LEARN MORE WITH FREE APP
<p>Mom wants to “do both” (breastfeed and use formula).</p>	<ul style="list-style-type: none"> • What a great mom you are to want to give your baby your milk! • Your baby is very lucky to have a mom who wants to do the best for him! 	<ul style="list-style-type: none"> • Your milk is all baby needs for the first 6 months. If you also want to give formula, try waiting 3-4 weeks. This helps you make more milk. • If you give bottles too soon, baby may prefer the faster flow of milk from the bottle and get frustrated at your breast. • Try expressing some milk to give to baby when you cannot be with him. 	<p>App Category: Protect Breastfeeding</p> <p>Section: No Formula</p>
<p>Baby is fussy.</p>	<ul style="list-style-type: none"> • It can be hard to hear your baby crying! • It is natural to want to calm your baby when he is unhappy and to wonder if baby gets enough from you. 	<ul style="list-style-type: none"> • New babies fuss and cry for many reasons! • Babies feel safe at your breast. • Try holding your baby skin-to-skin instead of giving formula or pacifier. This can help baby feel calmer. • Feed your baby when he/she shows feeding cues. 	<p>App Category: Protect Breastfeeding</p> <p>Section: No Pacifiers or Bottles</p> <p>App Category: Learn Your Baby</p> <p>Section: Comforting My Baby</p>
<p>Baby wants to eat all the time.</p>	<ul style="list-style-type: none"> • Many moms wonder if they are making enough milk when baby seems to want to eat a lot. • You sound very tired! It can be overwhelming to feed so often in the early days! 	<ul style="list-style-type: none"> • Babies often “cluster feed” or eat several meals back-to-back. • Newborns have tiny tummies and can only hold 1-2 teaspoons at a time at first. The milk is also digested quickly. • Babies should eat at least 8-12 times every 24 hours. Let baby nurse as long as he wants. Watch for 3 poops per day after day 3. 	<p>App Category: Protect Breastfeeding</p> <p>Section: No Formula</p>
<p>Family members want the baby to receive a bottle of formula or a pacifier.</p>	<ul style="list-style-type: none"> • It sounds as though your family really cares about your baby. • It can be hard to hear negative comments from family members. 	<ul style="list-style-type: none"> • Babies fuss for many reasons. Sometimes they just need to be held close. • Your body is designed to make plenty of milk for your baby. • Other nipples make it harder for a baby to breastfeed. If the doctor advises giving the baby extra milk, feed your own milk in a spoon or dropper, whenever possible. 	<p>App Category: Protect Breastfeeding</p> <p>Section: No Formula & No Pacifiers or Bottles</p>
<p>Mom plans to return to work or school.</p>	<ul style="list-style-type: none"> • Many moms wonder if they will be able to keep breast-feeding when they are away from baby in the early days! 	<ul style="list-style-type: none"> • Laws require employers to give private space and time to express milk at work. • Ask WIC or your insurance company about a breast pump. 	<p>App Category: Protect Breastfeeding</p> <p>Section: No Formula</p>