Interventions to Prevent Breastfeeding Failures

Goal: Fun, interactive and informative brainstorming hour
OBJECTIVES

Interventions to Prevent Breastfeeding Failures Including:

- Understanding the impact of Prenatal Education
- Recognition of early identification of the unsure
- Discussion of myths
- Review the benefits of skin to skin care
- Describe correct positioning and latch
- Discuss perceived low milk supply
- Explain the benefits of Hand Expression
- Discuss respite nursery
- Identify cultural Challenges
- Describe the significance of day 3
Disclosure

• We have no relevant conflicts of interest to disclose
• No Commercial or other financial support was provided to develop this continuing nursing education activity
• To claim contact hours for this activity, participants must attend the activity in its entirety
Prenatal Education

It Matters!
Posters for Provider Offices

ROCKET SCIENTIST

Breastfeeding makes babies smarter.
Who is doing it? What are they saying?

Standardized Childbirth and Breastfeeding classes

- Same resource for all printed material
- Updated Tour script
- Focus on Key Points
Power of Promotion

Starts with provider influence

CONCLUSION:
Provider encouragement significantly increases breastfeeding initiation among American women of all social and ethnic backgrounds

- Engage “key” but slow adopters
- Offer education for provider staff
- Go to their staff meetings
- Sensitivity to their experience

Early Identification of “Not Sure”? 

Perceived attitudes of physicians and hospital staff affect breastfeeding decisions
- Affirm their choice of breastfeeding
- Encourage their ability to Breastfeed

CONCLUSIONS:
Many women report not receiving positive breastfeeding messages from providers and hospital staff. A perceived neutral attitude is related to not breastfeeding beyond 6 weeks (DiGirolamo, A.M., Grummer-Strawn, L.M., & Fein, S.B. (2003). Do perceived attitudes of physicians and hospital staff affect breastfeeding decisions?
Empowerment

"Of course your body can make enough milk... it just made a baby!"

"I make milk. What’s your Superpower?"
Dispelling Myths

- My mom did not make milk
- My breasts are too small
- I had breast implants
- Modern formulas are almost the same as breast milk....

Empower staff to be the source of truth...
- “In my experience.....”
- Monthly one-liner, scavenger hunt during BF Week
Sample One-Liner Card

I can tell you are feeling frustrated / tired, but it really will get easier.

Let me help you.
Skin to Skin - Early and Often

Not just in L&D
- Fantastic Tool for a new mom’s toolbox!

Not just for Vaginal Birth
- Dads love it
- PCTs can assist
Correct Positioning and Latch

*in less than 3 minutes*

**CHECKLIST**

✅ Tummy to Tummy

✅ Neck slightly Extended (Head tipped up)

✅ Wide Open Mouth

✅ Lower Jaw Far Below Nipple

✅ Fingers Parallel (Lines up with Baby’s lips)

✅ Chin Pressed into Breast more than Nose
• Nose to nipple
• wide open mouth
• chin up!
Perceived Low Milk Supply

How big is a newborn's stomach?

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 2</th>
<th>One week</th>
<th>One month</th>
</tr>
</thead>
<tbody>
<tr>
<td>size of a cherry</td>
<td>size of a walnut</td>
<td>size of an apricot</td>
<td>size of large egg</td>
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<tr>
<td>5-7 mL</td>
<td>22-27 mL</td>
<td>45-60 mL</td>
<td>80-150 mL</td>
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<tr>
<td>1- 1.4 teaspoons</td>
<td>0.75-1 oz</td>
<td>1.5- 2 oz</td>
<td>2.5- 5 oz</td>
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<tr>
<td></td>
<td>Hand Expression</td>
<td>Pumping</td>
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<td>-------------------------------------------------------------------------------</td>
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<tr>
<td><strong>Expressing colostrum</strong></td>
<td><strong>Effective</strong>: mobilizes colostrum; excellent alternative for babies unable to latch effectively</td>
<td><strong>Ineffective</strong>: Electric suction cannot pull the thick colostrum out of ducts</td>
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<tr>
<td><strong>Golden First 48 hours yields¹</strong></td>
<td><strong>Average 2ml</strong> *</td>
<td><strong>Average .06ml</strong></td>
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<td></td>
<td>* Early and frequent hand expression can, on average, double milk yield.</td>
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<tr>
<td><strong>Breastfeeding after two months²</strong></td>
<td><strong>97.1%</strong></td>
<td><strong>72.7%</strong></td>
<td></td>
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<tr>
<td><strong>Expressing remaining milk after feeding or pumping</strong></td>
<td><strong>Effectively</strong> drains breast</td>
<td><strong>Cannot</strong> drain breast</td>
<td></td>
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<tr>
<td><strong>Stimulation</strong></td>
<td><strong>Skin-to-skin contact stimulates milk let down</strong></td>
<td>Not applicable</td>
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LPT Pump or Hand Expression in 6 hours

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<tr>
<td>YTD Rate</td>
<td>66%</td>
<td>85%</td>
<td>83%</td>
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<td>92%</td>
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<tr>
<td># Mother pump/hand express in 6 hours</td>
<td>87</td>
<td>116</td>
<td>104</td>
<td>12</td>
<td>5</td>
<td>10</td>
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<td>11</td>
<td>10</td>
<td>17</td>
<td>8</td>
<td>9</td>
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<td>119</td>
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<tr>
<td># Late Preterm Mothers</td>
<td>132</td>
<td>137</td>
<td>125</td>
<td>13</td>
<td>5</td>
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<td>6</td>
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<td>17</td>
<td>8</td>
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<td>11</td>
<td>129</td>
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<td>OHMC Rate</td>
<td>92%</td>
<td>100%</td>
<td>91%</td>
<td>83%</td>
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<td>92%</td>
<td>92%</td>
<td>77%</td>
<td>100%</td>
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<td>100%</td>
<td>100%</td>
<td>82%</td>
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<td>Goal (OHMC)</td>
<td>90%</td>
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<td>Threshold (OHMC)</td>
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Respite Nursery

- Hot topic on blogs
- Educate providers - sleep study
- Who benefits? Family or Staff????
- What are the repercussions?
They still WANT formula

- Supplementation Algorithm
- Pause Form

‘He’s much more contented when he’s bottle-fed’
Purposeful pause ........

Overlake Medical Center

joins the World Health Organization and the American Academy of Pediatrics to recommend that infants receive only breastmilk for their first six months, and continue to breastfeed for twelve months or longer.

The first few days and weeks are a very important time for you and your baby to learn to breastfeed. Interrupting your breastfeeding can cause:

- delays in your milk "coming in" or a decrease in milk production. More frequent breastfeeding tells your body to make as much milk as your baby needs.
- baby to forget how to latch and/or suck correctly on the breast. Bottle feeding uses different muscles from breastfeeding.
- baby to prefer the fast flow of a bottle and reject breastfeeding.

"Babies who have breastmilk only for the first six months of life will get the best start for growth, development and health. Even a small amount of formula can limit the important protective benefit of colostrum."


BREASTMILK BENEFITS

- Baby develops a healthy immune system to protect from germs and sickness.
- Baby’s digestive system is stronger.
- Baby has higher developmental and IQ scores.
- Baby needs no other liquids or foods for six months.
- Mother has reduced risk of postpartum hemorrhage.
- Mother has lower risk of breast and ovarian cancer.
- Stimulates baby’s developing brain.
- No purchase required, no special equipment. Baby can eat anytime, anywhere with mother.

Babies who have only breastmilk have a lower risk of:

- SIDS
- Cold, Flu
- Ear Infections
- Asthma and Allergies
- Eczema
- Obesity
- Diabetes
- Divorce, Suicide
- Certain cancers

For more information on the benefits of breastfeeding go to

http://www.wmchealth.org/breastfeeding/whybreastfeedingisimportant/
Cultural Challenges

• Grandmas were taught 30 years ago
  – 1st side 10” then switch
  – Toughen nipples
  – Babies need water

• Nipple Size Disproportion

• Night feedings- compassionate sabotage
Significance of Day 3

Always refer Moms for more support

They have gone home and are on their own by Day 3

— 92% of mothers who had any concerns at DAY 3 postpartum were more likely to stop breastfeeding within the first 2 months of postpartum period.

— The main reason breastfeeding was stopped...was infant feeding difficulties or concerns about milk quantity.

— Mothers ...with breastfeeding concerns on DAY 3 were
  • 3 times more likely to give formula
  • 900% more likely to stop breastfeeding within 2 months.

Questions??
References


