

OBRC BREASTFEEDING TRAINING FOR HEALTH CARE STAFF OBJECTIVES

Objectives

Section 1: Discuss the rationale for professional, government and international policies that promote, protect and support breastfeeding in the United States

Section 2: Demonstrate the ability to communicate effectively about breastfeeding

Section 3: Describe the anatomy and physiology of lactation and the process of breastfeeding

Section 4: Identify teaching points appropriate for prenatal classes and in interactions with pregnant women

Section 5: Discuss hospital birth policies and procedures that support exclusive breastfeeding

Content

What is the Baby-Friendly Hospital Initiative?

- The Global Strategy for Infant and Young Child Feeding and how the Global Strategy fits with other activities
- The Baby-Friendly Hospital Initiative
- How this course can assist health facilities in making improvements in evidence based practice, quality care and continuity of care

Communication Skills

- Listening and learning
- Skills to build confidence and give support
- Arranging follow-up and support suitable to the mother's situation

Anatomy and Physiology of Breastfeeding

- Parts of the breast involved in lactation
- Breastmilk production
- The baby's role in milk production and transfer
- Breast care

Prenatal Breastfeeding Education

- Discussing breastfeeding with pregnant women
- Why breastfeeding is important
- Antenatal breast and nipple preparation
- Women who need extra attention

Birth Practices and Breastfeeding

- Impacts of labor and birth practices on breastfeeding
- Effects of medications during labor and delivery
- The first hour after birth
- The importance of skin-to-skin contact
- Infant self-attachment
- Breastfeeding support after a complicated birth, e.g. cesarean section

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Section 6: Demonstrate the ability to identify the hallmarks of milk transfer and optimal breastfeeding

- Effects of BFHI practices on breastfeeding success

How to Help with Breastfeeding

- Infant feeding cues
- Positioning for a pain free breastfeeding
- How to assess a breastfeeding
- Recognize signs of optimal positioning and attachment
- Help a mother to learn to position and attach her baby

Section 7: Discuss hospital postpartum management policies and procedures that support exclusive breastfeeding

Practices that Assist Breastfeeding

- Rooming-in
- Baby-led feeding
- Dealing with sleepy babies and crying babies
- Avoiding unnecessary supplements
- Avoiding bottles and teats

Section 8: Discuss methods that may increase milk production in a variety of circumstances

Milk Supply

- Concerns about “not enough milk”
- Normal growth patterns of babies
- Improving milk intake and milk production

Section 9: Identify teaching points to include when educating or counseling parents who are using bottles and/or formula

Supporting Non-Breastfeeding Families

- Counseling the Formula choice: a pediatric responsibility
- Teaching/assuring safe formula preparation in the postpartum
- Safe bottle feeding; issues with overfeeding/underfeeding

Section 10: Discuss contraindications to breastfeeding in the United States as well as commonly encountered areas of concern for breastfeeding mothers and their babies.

Infants and Mothers with Special Needs

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- Breastfeeding infants who are preterm, low birth weight or ill
- Breastfeeding multiples
- Management of common clinical concerns
- Jaundice
- Craniofacial defects
- Neurological impairment

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Section 11: Describe management techniques for breast and nipple problems

Breast and Nipple Concerns

- Examination of the mother's breasts and nipples
- Flat or inverted nipples
- Sore and cracked nipples
- Engorgement, blocked ducts, and mastitis
- *Candida* infections of the breast

Section 12: Identify acceptable medical reasons for supplementation of breastfed babies according to national and international authorities

Medically Indicated Supplementation

- Hierarchy of feeding choices
- Methods of milk expression: hand expression, types of breast pumps
- Providing breastmilk for a preterm or ill infant
- Storage of expressed human milk
- Feeding expressed breastmilk to the baby
- Use of milk from the wrong mother

Section 13: Describe essential components of support for mother to continue breastfeeding beyond the early weeks.

Breastfeeding Support After Discharge

- Follow-up and support after discharge
- Protecting breastfeeding for employed women
- Sustaining continued breastfeeding 2 years or longer

Section 14: Describe strategies that protect breastfeeding as a public health goal

Protecting Breastfeeding

- Federal and State legislation
- The International Code of Marketing of Breastmilk Substitutes
- Marketing practices in US hospitals
- The effect of marketing on infant feeding practice
- Responding to marketing practices
- Donations in emergency situations
- The role of breastfeeding in emergencies, protection and support

Section 15: Identify barriers and solutions to implementation of the Ten Steps to Successful Breastfeeding that comprise the Baby-Friendly Hospital Initiative

Making Your Hospital Baby-Friendly

- The Ten Steps to Successful Breastfeeding
- Baby-Friendly performance expectation
- The 4-D Pathways to Baby-Friendly designation