



# *Making Learning About Breastfeeding Easy, Fun and Accessible*

As a professional who works with new parents and babies, the formal or informal teaching you do is one of the most important aspects of your work. Whether you realize it or not, you are teaching constantly. Make the most of each opportunity!

### **Set an example**

What you say, how you phrase it, and when you say it have a big impact--a few words of encouragement, an open ended question, or a timely response to a patient's question. If you are unsure of the proper response to a question, find the answer. No one expects you to have all of the answers. Use your resources: reference books and experienced people. Are there pictures of breastfeeding parents and brochures on lactation topics in your rooms? Are there places for parents and staff to breastfeed or use a breast pump in comfort and privacy? This says "we value breastfeeding here."

### **Plan a class**

Plan a class to fit the needs of your audience. It may be a 10 minute presentation on a focused topic presented several times throughout the day. It may be a formal two hour or longer breastfeeding class. It might be a mini-series of several topics presented at consecutive classes. If you have a waiting room setting, use that time to educate your patients. Provide a continuous loop video or power-point presentation to help mothers choose to breastfeed and to learn breastfeeding techniques. Have brochures and booklets available.

### **Review your handouts**

Review your handouts or videos for accurate content. Check that illustrations match the text and are technically accurate. Is there a focus on problems? Does the text suggest that breastfeeding may not work? Are there unrealistic expectations for the mother's diet, life style, or use of medications or alcohol? Does the illustration make the mother look worried or tired? Does the piece make formula feeding the norm and breastfeeding seem like the exception? Is successful breastfeeding in conflict with the publisher's business?

### **Audio-Visual Aids**

You might incorporate Power-Point Presentations, videos, or a game in your teaching. Involve your audience: it improves retention. Using a variety of media and teaching styles to keep your class interesting and lively.

People learn in a variety of ways: seeing, hearing, doing and touching. Since visual and auditory learning accounts for about 70% of learners, be sure to use pictures or objects (dolls, breast pumps, other equipment) as you talk. A breastfeeding class where moms bring their new babies and actually practice in class would be the "ultimate" audio-visual aid!

Bringing in a guest speaker adds variety and a personal interest. Successful breastfeeding mothers make the information "real".

### **Just-in-time learning**

In industry, just-in-time deliveries are the new approach. Materials arrive just as they are needed. No storage problems, no inventory. We can use this model for our teaching. Trying to teach everything needed in one class or in one setting, can be overwhelming and reduces retention of content. For parents, the stress of learning a new role and tasks and being physically uncomfortable can impede learning. Parents need small bits of information when they can absorb it and when they can put it to use right away.

Keeping the learning targeted and focused means better retention. However, it does require some coordination. Work with other professionals that will serve your mothers to determine what they will be teaching and what aspects of teaching you need to cover. If each professional incorporates a little breastfeeding teaching in their contact with the mother, mothers will be successful with breastfeeding!

### **Repetition**

Although too much repetition is boring and irritating, a review of previously taught information can help cement it in the learners mind. If the verbal instruction is reinforced with a handout and then the actual activity is practiced with some timely feedback, it **will** be remembered.

## **Just In Time Learning**

### ***Early pregnancy***

Discussion of why to choose breastfeeding

### ***Mid-to-late pregnancy***

Advantages of breastfeeding

Timing of first feeding

Positioning, latch-on, and timing of feedings

### ***In-hospital***

Review of positioning, latch-on, and timing of feedings

Anticipatory guidance for the first 2-3 weeks including growth spurts, signs of a good feeding, parameters for adequate output, danger signs of inadequate intake

### ***First month***

Review of signs of a good feeding, parameters for adequate output, danger signs

Trouble shooting for problems that come up

Maintaining a breastmilk supply

### ***Beyond the second month***

Trouble shooting for problems that come up

Maintaining a breastmilk supply

Working and breastfeeding, breast pumps, if appropriate

Weaning (later)

### **Teaching professionals**

Although professionals need greater depth in the information you provide, the same principles apply. Use a variety of learning strategies. Information that can be applied to the work-setting immediately is best retained.

In addition, professionals may find it hard to squeeze class time into their busy schedules. Early morning, lunch-time, or mini-sessions may be best attended. Classes can be repeated so all staff can attend. Consider online classes so everyone can be trained when they have the availability. That will help improve the consistency of the advice given.