



# PRENATAL BREASTFEEDING EDUCATION OR FAST FOOD COMMERCIALS? SOUND BYTES FOR BUSY CLINICIANS

Anne Merewood PhD MPH IBCLC  
Project Director, CHAMPS

COPYRIGHTED

# CHAMPS: Overview



- CHAMPS: Communities and Hospitals Advancing Maternity Practices
- Breastfeeding-focused initiative to improve MCH outcomes and exclusive breastfeeding in MS, NOLA, and S Texas
- Start date August 1, 2014; 3 year project
- Funding: WK Kellogg Foundation
- [www.champsbreastfeed.org](http://www.champsbreastfeed.org)

# Upcoming Wednesday webinars CHAMPS/MS DoH



- ***Skin to Skin: A Best Practice in Newborn Care: 2/25*** 11am Central/12 EST – Anne Merewood/Mobolaji Famuyide, MD Division of Newborn Medicine, UMC
- ***Why Not Just One Bottle? Understanding the Risks of Supplementation – 3/25*** Lori Feldman-Winter MD

# Upcoming CHAMPS Delta summit: March 4



- Mississippi Delta: Greenwood
- Audience: Hospitals & community health workers
- Speakers: Dr Rausa, Dr Joia Crear-Perry; Kim Bugg; Anne Merewood, Kellogg Foundation

COPYRIGHTED





# Communities and Hospitals Advancing Maternity Practices

## Mississippi Delta CHAMPS Conference

### WHEN

Wednesday  
March 4, 2015  
8:30a-3:30p



### WHERE

Leflore Civic Center  
200 Mississippi 7  
Greenwood, MS

### About the Event

Come join the CHAMPS team for this free 1-day conference on maternity practices and breastfeeding in the Mississippi Delta. Hospital-based clinicians and community health workers will be able to learn more about the importance of breastfeeding, best practices like skin-to-skin, and supporting breastfeeding and new moms in the hospital and the community. Come to network and find out more about local breastfeeding resources!

### Speakers

**Joia Crear-Perry, MD**

*Executive Director, Birthing Project  
Former Director of Clinical Services, City of New Orleans Health  
Department*

**Kimarie Bugg, FNP-BC, MSN, CLC**

*CEO and Change Leader, Reaching Our Sisters Everywhere, Inc.*

**Cathy Carothers, BLA, IBCLC, RLC, FILCA**

*Co-Director, Every Mother, Inc.*

**Anne Merewood, PhD, MPH, IBCLC**

*Director, The Breastfeeding Center, Boston Medical Center*

### Interested in Attending?

Registration is free and breakfast  
and lunch will be provided.

Reserve your space today and  
register at

[http://www.champsbreastfeed.org/  
meetings--events.html](http://www.champsbreastfeed.org/meetings--events.html)

### Questions?

Email:

[CHAMPSbreastfeed@gmail.com](mailto:CHAMPSbreastfeed@gmail.com)

This conference is funded by the W. K. Kellogg Foundation

Registration is open to anyone interested in attending. However, **SPACE IS LIMITED**.  
Priority will be given to individuals working in the Mississippi Delta area.



W.K.  
KELLOGG  
FOUNDATION



ROSE  
Reaching Our Sisters Everywhere

**COPYRIGHTED**

# Upcoming ABM training: March 2



- ***“What Every Physician Needs to Know About Breastfeeding”***
- March 2; UMC Conference Center, Jackson, MS
- Academy of Breastfeeding Medicine

# STEP 3 of the Ten Steps to Successful Breastfeeding



Inform all pregnant women about the benefits and management of breastfeeding

# Prenatal teaching in hospitals/ communities



- Range of clinical settings
  - Hospital clinics, OB practices, midwives
  - Community-based prenatal clinics
  - Private OB offices
  - WIC



# The old ways.....



- Are you going to breast or bottle feed?
  - “Bottle feed” – ends discussion
  - Mom annoyed if brought up over and over
- Breastfeeding class
  - 1-time event – who attends?
  - 1 session of childbirth ed
- Or... no-one really brings it up at all....

# Other strategies that don't work too well...



- 'Mention' breast or formula feeding once
- Health benefits of breastfeeding
- Give out a ton of printed info



**But... we  
can't spend  
hours on  
detailed  
counseling  
...We don't  
have TIME!**



# Clinicians' concerns



- No time to add lots of teaching into short sessions
- Giving written instruction without discussion doesn't work – patients don't read/absorb it
- We need moms to know what to expect
- We need moms to come in prepared

# Patients' concerns



- Being lectured at is no fun
- No time to read pages and pages
- Recall is a problem, 9 months later
- BFHI: Pregnant and new moms don't remember



# What DO we know?

- Patients remember short repeated bursts
- You can capitalize on “teachable moments”
- Doctors are powerful influencers
- Large corporations spend fortunes on advertising
- 54% of Superbowl viewers watch for the ads





**Thank you  
*Delta Airlines***



**COPYRIGHTED**

# How many words in a second?

## Tip of the day



You write news - 1

Scripts like this - 2

So you can - 3

Count the seconds - 4

And hit the - 5

Shots with the - 6

words

# Ads are faster



- Since time = money, radio sound byte commercials are read more quickly = more words per second



**How to translate all this  
into your practice...**

# Messages to teach



- Benefits of breastfeeding  
(Importance of breastfeeding)
- Risks of formula feeding (...)
- Skin to skin
- Rooming in
- Positioning and latch



**How long is it going to take? –  
Make a guess.....**



# Benefits of breastfeeding



- “Breastfeeding can prevent diabetes in baby AND in mom” (2 for 1 in 3 seconds)
- “Breastfeeding helps mom lose pregnancy weight more quickly” (3)
- “Breastfeeding boosts baby’s IQ” (1.5)
- 4 benefits in 7.5 seconds

# Teachable moments?



- Early in pregnancy but repeat

# Risks of formula feeding



- Did anyone talk to you about risks of feeding formula?
- No
- “If you feed formula too soon, it will undermine your milk supply. You will make less milk if you give formula.”
- 12 seconds including the question

# Risks of formula feeding



- “Giving formula early on can mess up the baby’s immune system too. If you have a family history of diabetes, early formula can make the baby more likely to get diabetes .”
- 11 more seconds – 23 total
- Teachable moment – early in pregnancy but repeat

# Skin to skin in 20 seconds



- “I’m your doctor, I, or one of my group, will be there when your baby’s born. We will put your baby skin to skin on your bare chest, with just a diaper and a hat, as soon as she is born.” (14 seconds)
- “This will keep your baby warm, keep her blood sugar up, help with breastfeeding, and give you great bonding time .”

# Skin to skin



- Teachable moment?
- Can prepare early, if you have an extra 20 seconds at an appointment earlier in the pregnancy
- Otherwise – when mom is really thinking about birth



# Rooming in in 8 seconds



- “At this hospital, we make sure moms and babies stay together all the time. No-one should take your baby away. It’s your baby.”
- Teachable moment? When discussing hospital stay

# Positioning and latch



- Suggest you use a doll and a breast – moms will remember visuals
- No time? Get some pictures.
- Words “If the baby doesn’t latch well, it will really hurt.” (4 seconds)



How long did all that  
prenatal fast food  
advertising take?

**63 seconds**



**Use multiple strategies...**

# Think visual!



## Breastfeeding... Just Do It!

### Decreases Baby's Risk of:

- \*Diabetes
- \*Asthma
- \*Allergies
- \*Some forms of Cancer

### Protects Baby Against:

- \*Pneumonia
- \*Stomach Flu
- \*Diarrhea
- \*Ear Infections
- \*Obesity
- \*High Blood Pressure



### Decreases Mom's Risk of:

- \*Ovarian Cancer
- \*Breast Cancer
- \*Post Partum Depression

### Post Delivery:

- \*Shrinks the Uterus
- \*Decreases Bleeding and Anemia

Improves Maternal-Infant Bonding

From Detroit (Dr Paula Schreck)

COPYRIGHTED

R

O

O

M

I

N

G

I

N



WHAT Happens IN  
THE ROOM...  
STAYS IN  
THE ROOM

\*Decreases  
Baby's Stress

\*Allows Baby to  
Breastfeed  
When Hungry

\*Safer for Baby



\*Allows Mother to  
Learn Feeding Cues and  
Behavior

\*Mother Establishes  
and Maintains Good  
Milk Supply

\*Decreases Mother's  
Stress

\*Better Quality Sleep



# Creative waiting room teaching



- ✓ Peer counselors sit with moms (Moms did not approach IBCLCs at a table)
- ✓ Moms pick a poster and get a raffle ticket
- ✓ Poster winners announced and moms drawn for a prize

# More ideas



COPYRIGHTED

# THE ORIGINAL ROOMING-IN



THE HOGAN IS THE TRADITIONAL HOME OF THE DINE' PEOPLE. IT ALL HAPPENED IN THE HOGAN.

Rooming-in, where mom and baby stay together in the hospital 24 hours a day, is best for you and your new baby. It helps with bonding and breastfeeding. There are many benefits to rooming-in and breastfeeding, and they are healthy choices for you and your baby. Talk to your health care provider if you have questions about rooming-in or breastfeeding.

COPYRIGHTED



# We teach all moms how to Hand Express their milk-



- To help baby to latch on and breastfeed better
- To help relieve engorgement or treat a blocked milk duct
- To help express colostrum
- And it may work better than a pump



# How does all this help you?



- ✓ Women prepared for skin to skin when they arrive in labor
- ✓ Women know about rooming in (how described??)
- ✓ Helps to put pressure/"encourage" your hospital delivery service
- ✓ Helps women to advocate for optimal MCH care

# “Advertising” postpartum



- YOU are the most important advertisement postpartum
- Birth is 1 long teachable moment
- Think back to your personal “teachable moments” – the “where were you when JFK was shot” moment; the more personal, when your baby was born, your parent ill.....

# Birth is a pivotal moment



- Mothers will remember you forever
- They will remember your clothes, your jewelry, your smile, your words
- You have the power to help them – to lift them up
- Your work will influence them going forward, and may heal the past



# Baby-Friendly matters....



- ...because it embodies healthy, compassionate, best practice care
- Women have the right to be with their babies and babies have the right to receive human milk
- Isn't a test, it's the new standard of care, for a reason



COPYRIGHTED

# Questions?



COPYRIGHTED