Chest/Breastfeeding Resources

Broaching Breastfeeding with New Parents 9x11 glossy card stock

ENGAGE WITH EMPATHY
I’ve heard so many parents report that it can be a difficult and triggering topic. Broach discussions with a warm and open conversation early in the pregnancy, steering clear of any discussion that is uncomfortable or trigger related.

TABLE ASSUMPTIONS
How are you planning to feed your baby? Approach every parent as if you genuinely don’t have any assumption of whether they will breastfeed or not. Ask the building parents about their overall healthcare plans and discuss breastfeeding as a new parent decision (and if they decide and if they change their mind later).

THE MORE THE MERRIER
Who else would you like to join us to talk about this? Parent involvement is essential for maintaining an important role in the success of the breastfeeding journey. Including them from the start of the conversations can be affirming and also can provide an opportunity to add any concerns they may have about breastfeeding.

SHARED DECISION MAKING
Milk: 2-2.5% of their weight gain

PLAN AND PREPARE
What can we do to prepare for baby’s arrival? Whether they plan to breastfeed or not, some hospitals still provide skin-to-skin contact and breastfeeding classes. These classes can help support breastfeeding during the first few days and weeks. Availability of skin-to-skin contact can help support breastfeeding as it provides an opportunity for immediate and ongoing support.

ANSWERS AND RESOURCES
How can we help? Remain open to discussions on infant feeding throughout pregnancy. Provide a list of local and virtual resources to support families when baby arrives.

Breastfeeding Basics (for Providers/lactation specialists) 2-sided 9x11 glossy card stock

Encourage and Affirm
• Self-Efficacy makes all the difference. (Lake & Chan, 2013)
• Most medications and vitamins are safe for use during breastfeeding, with few exceptions (AHCPR, AAMP).
• Interruption of lactation is associated with adverse health outcomes for the woman and her child (ACOG).
• Lactation care providers should discuss the medical and nonmedical benefits of breastfeeding with women and families. (Barton et al., 2017)
• With the proper support, most parents can successfully breastfeed. (Balt, 2017)

Pumping
• Most families find that double-electric pumps are best.
• Encourage parents to contact their hospital or local WIC to understand their options.
• Encourage parents to speak with family and friends before baby arrives.

Latching
• Encourage parents to choose the position that is most comfortable for them.
• Baby should be lined up facing the breast and turned tothe side.
• Once aligned, mom should wait for “widths” open, then push as much of baby’s tongue towards roof of baby’s mouth.
• Mention “if it hurts, ask for help!”

Colostrum
• Help parents to understand colostrum as a thick, yellow milk that comes out in drops for the first few days.
• Encourage families that although colostrum is small in quantity, it is the perfect food for baby.
• Share that colostrum is chockfull of immune boosting antibodies.
• Discuss motions that are good and how many drops count.
• Share that colostrum is followed by instant milk on day 3-4.
• Prepare parents that breast milk will get VERY full once mature milk comes in.
• Encourage parents to Feed, Feed, Feed!

Hunger signs
• Some common hunger signs to share with parents are:
  • Valentine’s Day.
  • Slopping.
  • Searching for breast.
  • Hands to mouth.
• Clarify that if baby is crying, they are well and hunger signs and may need to be paired with a sign to indicate eating.
• Inform parents that nursing often provides comfort and warmth, in addition to food.

This material was developed by the Breastfeeding Institute and University of California, Los Angeles, with support from the California Department of Public Health.
Posters & Palm Cards

The white space on the palm cards and the posters below is intended to provide a space to write or otherwise include local/site-specific information.

4 x 6-inch palm card on card stock paper

Front:  
Back:  

Breastfeeding Support for you

Breastfeeding can be tough! We're here to help.

Find Resources...

- Ask your doctors or nurses (pediatricians, OB/GYN, nurse-midwives) for support.
- Find a lactation counselor at a Women, Infants, & Children (WIC) office near you: tinyurl.com/IWICOffice
- Talk to a lactation support professional (CLC, CLS, BCLC).
  - IBCLCs near you: tinyurl.com/findIBCLC
  - CLCs near you: tinyurl.com/findCLC
- See if a home visitor can help: tinyurl.com/findHV
- Ask local social-service organizations about peer support groups, online breastfeeding communities, and more!
- Discuss your breastfeeding needs with your child care provider.

Call the Illinois Women's Health-Line: (888) 322-1282
Visit www.ipicoline.org/breastfeeding

Developed by the Illinois Public Health Institute in partnership with the Illinois Alliance to Prevent Obesity, with support from the Centers for Disease Control & Prevention.
La lactancia materna puede ser difícil. ¡Estamos aquí para ayudarte!

Para encontrar recursos y ayuda:

- Pide apoyo de tu médico o enfermera (pediatra, obstetra/ginecólogo, matronal).
- Localiza una consejera en una Oficina de Mujeres, Bebés y Niños del USDA (WIC) cerca de ti: tinyurl.com/LWICoffee
- Encuentra información acerca de la lactancia materna en la página de internet de la Oficina para la Salud de la Mujer: https://espanol.womenshealth.gov/breastfeeding/
- Pregunta por grupos de apoyo virtuales y en persona en agencias de servicios sociales en tu área
- Habla con tu proveedor de cuidado infantil sobre tus necesidades de lactancia materna.

Llama a la línea de ayuda de Illinois Women’s Health: 888-522-1292 y presiona 2 para español.
Visita www.pihonline.org/breastfeeding

Desarrollado por el Instituto de Salud Pública de Illinois en colaboración con la Oficina de Alimentación y Nutrición (USDA) y el Centro para el Control y Prevención de Enfermedades.
Posters (18 x 24 inch on glossy thin poster paper)

Breastfeeding support from lactation consultant (Shariece quote):

"After failing to breastfeed his brother I wasn’t sure if I could do it. With the help of the hospital lactation consultant we’ve made it to 24 months, and it’s been one of the most rewarding moments of my life."
— Shariece H., Carbondale, IL

Breastfeeding support from WIC (Carrie quote):

"Breastfeeding my children was something super important to me! I could not have done it without the help and support I received from WIC."
— Carrie S., Macoupin County, IL
Breastfeeding support from home visitor (Toni quote):

"My baby wouldn’t latch properly, and I was extremely tired. My home visitor taught me how to know that my baby was receiving enough breast milk and how to cope with stress."
— Toni L., Chicago, IL

Breastfeeding support from doctor (Jackie quote):

"My doctor has been super supportive of my breastfeeding journey with each of my children; always asking how it’s going and offering to let us use the room as long as needed to help calm and nurse baby."
— Jackie M., Phoenix, AZ
Breastfeeding support from pediatrician (Carlee quote):

"My child's pediatrician encourages all moms to have an appointment with an IBCLC even if they feel nursing is going wonderfully. I'm so grateful for her support!"
- Carlee V., Peoria, IL

Breastfeeding support from childcare provider (Janna quote):

"My childcare provider helped store a few days of extra frozen milk in my freezer and followed my lead on how often and how much to feed my son pumped milk. I'm so grateful for her support!"
- Janna S., Chicago, IL
Breastfeeding support from IBCLC (Jill quote):

"Without our local IBCLC, my milk supply with one child and my worry and fear with another child would have consumed me and not allowed me to be successful with my breastfeeding journey."

— Jill S., Peoria, IL

Spanish language: Breastfeeding support from WIC (O Garcia quote):

"Gracias a WIC yo pude conseguir el extractor de leche para extraer mi leche. Con mi tarjeta médica cada año en días, no pensé que podia continuar amamantando."

— O. García, Kane County, IL