
NE Lesson Code BF-000-19

Breastfed is Best Fed!

Learning How To Breastfeed Your Baby

This is a motivational lesson to encourage pregnant moms to breastfeed. It will inform them of the benefits breastmilk offers and instruct them on how to position their baby at the breast and how to achieve correct latch-on. Participants will:

- C Demonstrate how to correctly position and latch-on a newborn at the breast.
- C Know where to go for breastfeeding help.
- C Name two reasons why breastfeeding is the best way to feed babies.

MATERIALS:

1. Videotape Program: *Learning How to Breastfeed Your Baby* (Produced by the Maryland WIC Program, available in English, approximately 14-minutes.) All local agencies were sent one copy of this video June 1999. To obtain copies, contact the State WIC Office at (512) 458-7440.
2. TV/VCR
3. Doll(s)
4. Flip chart, magnetic board, or chalkboard and marker or chalk
5. Staff and Participant Evaluation; attached, copy as needed
6. Handouts
 - C *My Baby* book, stock #13-51, with Breastfeeding Hotline sticker attached
 - C *Breastfeeding: A Gift of Love*, stock #13-17
 - C Maryland WIC handout, *Learning How to Breastfeed Your Baby*; attached, copy as needed. If downloading from web page or copying: 1) Duplex the two pages. 2) **Answers** side should be on the inside of the tri-fold. 3) **Learning How to Breastfeed Your Baby Breastfed is Best fed!** Logo should appear on the front cover of the brochure when tri-folded.
 - C *Breastfeeding Help*; attached, write in local phone numbers and copy for class participants

Note about Evaluation Forms for New Lessons:

The first few times a new lesson is presented, staff and participants need to complete the evaluation forms attached at the end of this lesson. Please note that the staff evaluation form is different from the participant evaluation form. Only 10-20 participant evaluations need to be completed. Please mail completed evaluations to:

Delores Preece
Texas Department of Health
Bureau of Nutrition Services
1100 W. 49th Street
Austin, Texas 78756

TEACHING TIPS:

A display of pictures of WIC babies and their moms is a great way to show participants how healthy breastfed babies look and at the same time honor the breastfeeding moms in your local agency.

You may want to display the following posters in the classroom and refer to the information printed on them during the discussion part of the lesson:

#13-166 -protocols for **Starting out Right**

#13-161 -protocols for **How to Tell If Your Baby is Getting Enough to Eat**

#13-54 -example of a football hold

#13-16 -emphasis on the protection early milk offers the baby

During the discussion and activity if you have a real baby in the class, ask the mom if she would like to show the class how she correctly positions her baby at the breast. Or, if you have a peer counselor who is nursing a baby, ask her to show the class how to tell if a baby is latched on correctly.

To emphasize the theme of this lesson, you may wear a **Breastfed is Best Fed** button.

ICE BREAKER:

Congratulations on your pregnancies! How many of you are first-time moms? Depending on the size of the class, you may ask each mom when her baby is due.

Distribute *My Baby* books.

This is a special memory book for your baby--a gift from WIC. It has a place for a baby picture, a lock of your baby's hair, a place to write the names of the parents and grandparents, information you may refer to about feeding your baby, and an immunization schedule.

Ask participants to look at the immunization schedule on page 10 (including cover page) and see if it tells them when their baby's first immunization will occur. Give participants a chance to find the first immunization scheduled on the chart. *

Actually, there is one more immunization your baby gets even before that one. It is the protection your breastmilk gives your baby the first time you nurse. **Your first milk contains antibodies that protect your baby against infection.**

***Note to staff:**

The immunization schedule in the *My Baby* book may be outdated, but this will not affect the icebreaker for Lesson BF-000-19. Immunization schedules change as new vaccines are discovered. Make sure your clinic has the most recent updated immunization schedule for parents to use.

VIDEO:

Distribute Maryland WIC brochure, *Learning How to Breastfeed Your Baby*. Ask participants not to open the brochure until after viewing the video. Read aloud the four questions on the back of the brochure. Give participants time to answer the questions they know.

INTRODUCE THE VIDEO:

Let's take a look at our video and see how many questions you got right.

SHOW THE VIDEO: *Learning How to Breastfeed Your Baby*.

DISCUSSION AND ACTIVITY:

1. **Ask participants to open their brochure and look at the same four questions on the left side of the page.** Ask each question and give participants an opportunity to answer them aloud. If they need help, the answers appear on the right side of the brochure.
2. What is the most important thing you learned from this video? Pause for discussion. Write points on flip chart, magnetic board, or chalkboard.

Possible answers:

- C Breastmilk is really healthy for the baby.
 - C Breastmilk is easier for baby to digest.
 - C Breastmilk protects against allergies and infections.
 - C As my baby grows, breastmilk changes to meet his or her needs.
 - C Breastfeeding is good for brain growth. It may help my baby do better in school later on.
 - C Breastmilk is free.
 - C Breastmilk is better for the mother.
 - C Breastfeeding helps get mom back into shape and lose weight faster.
 - C Breastfeeding helps prevent hemorrhaging after childbirth.
 - C Breastfeeding may protect mom against breast cancer.
 - C Breastfeeding should be comfortable--it shouldn't hurt.
 - C I learned how to tell if my baby is getting enough to eat.
 - C I learned I can pump my milk and let my husband feed the baby from a bottle after I return to work.
3. We learned that breastfeeding shouldn't hurt, that it should be comfortable and that how we position the baby is very important. **Let's practice holding the baby correctly.** Distribute dolls or, if the class is small, take turns with one doll, allowing each participant to show at least one of the following positions: cradle, cross cradle, or football hold. To put participants at ease, practice positioning the doll at your breast first. Point out correct alignment of head, neck, shoulder and spine and make sure the baby is facing mom, and that baby and mom are "tummy to tummy".

4. **Correct latch-on will help prevent sore nipples. It will also help baby empty the breast better so he will get more to eat. What can you do to get your baby to latch on properly?**

Possible answers:

- C Tickle the baby's chin with your nipple so he will open his mouth really wide.
- C Pull him close to you.
- C Get as much of the dark part of the nipple in his mouth as you can.

5. **Where can you go for breastfeeding support or answers to your questions?**

Possible answers:

- C WIC Breastfeeding Counselor
- C La Leche League
- C Mom's Place
- C Other mom(s) who has breastfed or is breastfeeding.

Distribute *Breastfeeding Help* handout. **We talked about some new ideas today. If you have any questions or think of any concerns we didn't talk about today, please call me or the Mom's Place Hotline. I hope you will all breastfeed your babies--I know you will be great breastfeeders!**

Distribute *Breastfeeding, A Gift of Love*. **This will help you remember some of the points we covered in class today.**

DO ORAL EVALUATION.

Oral Evaluation

True or False

- | | | |
|--|------|-------|
| 1. If I breastfeed, no one else can ever feed my baby but me. | TRUE | FALSE |
| 2. Breastmilk is easier for babies to digest than any other food. | TRUE | FALSE |
| 3. Nursing my baby often will increase my milk supply. | TRUE | FALSE |
| 4. If I position my baby correctly, breastfeeding should feel comfortable. | TRUE | FALSE |
| 5. For help with breastfeeding I can call my local WIC counselor or the breastfeeding hotline. | TRUE | FALSE |

Answers:

1. False 2. True 3. True 4. True 5. True

DEMONSTRATION:

Ask class volunteers to show **three** ways you can hold a baby while breastfeeding.

Cradle hold:

Cross-cradle hold:

Football hold:

Horizontal hold:



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Lesson Evaluation Form - Participant

1. The name of the video I saw today was:

2. I am: (you may circle more than 1)
 - a. pregnant
 - b. breastfeeding
 - c. parent of an infant
 - d. parent of a child
 - e. family or friend
 6. teenager

3. How much did you like the video?
 - a. a lot
 - b. a little
 - c. not at all

4. Do you plan to use the ideas from the lesson?
 - a. a lot
 - b. a little
 - c. not very much

5. Do you think this is a good video to show at WIC?
 - a. yes
 - b. no

Why? _____

6. What is the most useful thing you learned from the video and lesson today?

7. Comments: _____

Thank you for your time!