



PROMOTING BREASTFEEDING TO PREGNANT WOMEN



OUR CLIENTS WANT TO BREASTFEED - AND WE CAN HELP THEM MEET THEIR BREASTFEEDING GOALS!

Our moms will be more successful with breastfeeding when we address their concerns prenatally and share information on how to get breastfeeding off to the right start. And we will have to do fewer Breastfeeding Reviews!

Here are a few key messages to share with all pregnant clients to start them on their way to successful breastfeeding:

- **Having questions about breastfeeding is normal.** Call us with your questions! We are here to help and support you.
- **Fully breastfeeding moms get the most WIC foods,** the most choices and get to stay on the program for a year.
- **We won't be giving you checks for formula in the first month of your baby's life** because early introduction of formula harms breastfeeding. Babies who get any formula at all are at higher risk of illness and disease. Remember, if you have any questions or concerns, call us.
- **Breastfeeding makes breastmilk.** Breastfeed often and for as long as your baby wants to make all of the milk your baby needs. Your milk is the perfect food for your baby.
- **At six months of age fully breastfeeding babies get the most foods** as a reward for breastfeeding.

THE FIRST PRENATAL APPOINTMENT



Many of our clients already know the benefits of breastfeeding and want to breastfeed. For these clients, talking *at* them about the benefits of breastfeeding and giving handouts does not meet their needs and takes up valuable staff time. Instead, have a conversation *with* your clients about breastfeeding.

During the first WIC appointment, answer questions, address concerns and dispel myths. Present fully breastfeeding as the normal way to feed babies.

Begin talking about breastfeeding at the first appointment by asking open-ended questions such as:

- What questions do you have about breastfeeding?
- What do you know about breastfeeding?
- What have you heard about breastfeeding?
- Who do you know that could support you after your baby is born?

Share resources that address her concerns:

- Ask if she would be interested in reading more about breastfeeding and share Amy Spangler's "Keep It Simple" book. Use sticky-notes or mark pages in the book that covered the topics you discussed so that she can easily find that information at a later time.
- Offer other handouts as needed that address her concerns, such as the breastfeeding bookmarks.
- Later in pregnancy, share the information from the "I am a Breastfeeding Baby" crib card to help her get breastfeeding off to the right start in the hospital. Fill in the phone numbers for breastfeeding help on the crib card and urge her to take it with her to the hospital.



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FOLLOW-UP PRENATAL APPOINTMENTS

Talk about breastfeeding at every appointment. Use open-ended questions and when appropriate, provide handouts that address her concerns. The handouts below are available from the Department of Printing Fulfillment Center unless otherwise noted.

Sample questions	Handouts
What have you been told about how to start a feeding?	<ul style="list-style-type: none"> Starting a Feeding Positions for Breastfeeding Breastfeeding Tips Getting Ready to Breastfeed Keep It Simple pages 22-27
How will you know when your baby is hungry?	<ul style="list-style-type: none"> How To Tell If Your Baby Is Hungry Keep It Simple Page 28
How will you know if your baby is getting enough to eat?	<ul style="list-style-type: none"> Signs That Your Baby Is Well Fed bookmarks Keep It Simple page 32 Breastfeeding Tips
What have you heard about how often and how long babies need to eat?	<ul style="list-style-type: none"> Keep It Simple page 26-32 Breastfeeding Tips
Do you have concerns about how breastfeeding will fit into your life?	<ul style="list-style-type: none"> Is Breastfeeding Right for Me? Teens Can Breastfeed
What are your plans for going back to work or school?	<ul style="list-style-type: none"> Breastmilk Storing for Later Use Breastfeeding and Returning to Work Working and Breastfeeding (BCW Web site http://www.withinreachwa.org/download_materials)
Who will support you with breastfeeding?	<ul style="list-style-type: none"> Fathers Ask Questions About Breastfeeding Fathers Can Support Breastfeeding Just for Grandparents 20 Great Reasons to Breastfeed How Does Formula Compare to Breastmilk
What concerns do you have about breastfeeding in public?	<ul style="list-style-type: none"> Don't shy away from breastfeeding



By engaging your clients in a discussion about what they already know and what they want to learn, you can better meet your client's needs and save valuable time. Offer handouts only if you have covered the information, your client requests it, or if she is interested in more information than you can cover in your visit.

We have the ability to give our clients a powerful gift!

We can help our moms learn to advocate for their children and themselves, by empowering them to speak up for themselves and their babies.

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