

Breastfeeding is the standard

Breastfeeding Support



- Benefits of breastfeeding**
- How WIC supports breastfeeding mothers**
- Help moms protect milk supply**

Breastfeeding is the standard way to feed babies. In this section, you will learn about the many benefits of breastfeeding, and how we support breastfeeding mothers and infants in our work at WIC.

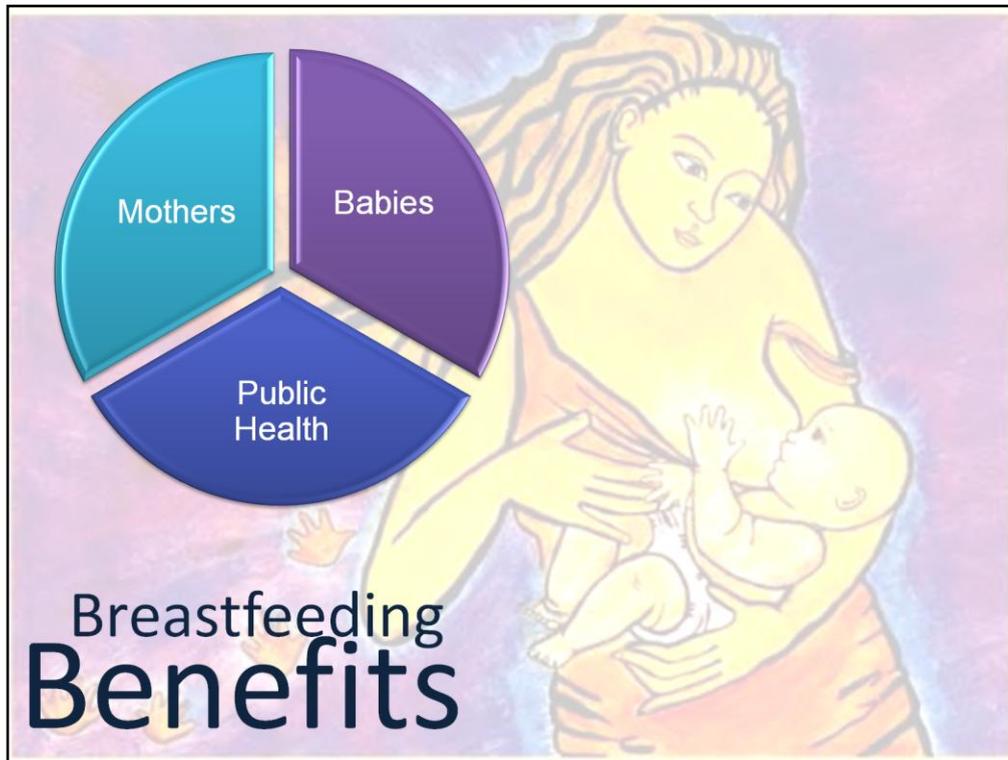
You will also discover how to help mothers protect their milk supply.



“Imagine that the world had invented a new ‘dream product’ to feed and immunize everyone born on Earth. Imagine also that it was available everywhere, required no storage or delivery and helped mothers to plan their families and reduce the risk of cancer. Then imagine that the world refused to use it.

Toward the end of the last century of unprecedented discovery and invention, even as scientists discovered the origins of life itself, this scenario was not, alas, a fiction. The ‘dream product’ is human breast milk, available to us all at birth, and yet we are not using it.”

This quote came from UNICEF in the 1990s..... While we’ve made some progress in breastfeeding support and education, there is still a long way to go.



You have probably heard about some of the benefits of breastfeeding for mothers and babies.... But did you know that breastfeeding is also a public health priority?

You will find out how breastfeeding helps babies, mothers and communities in the next few minutes.

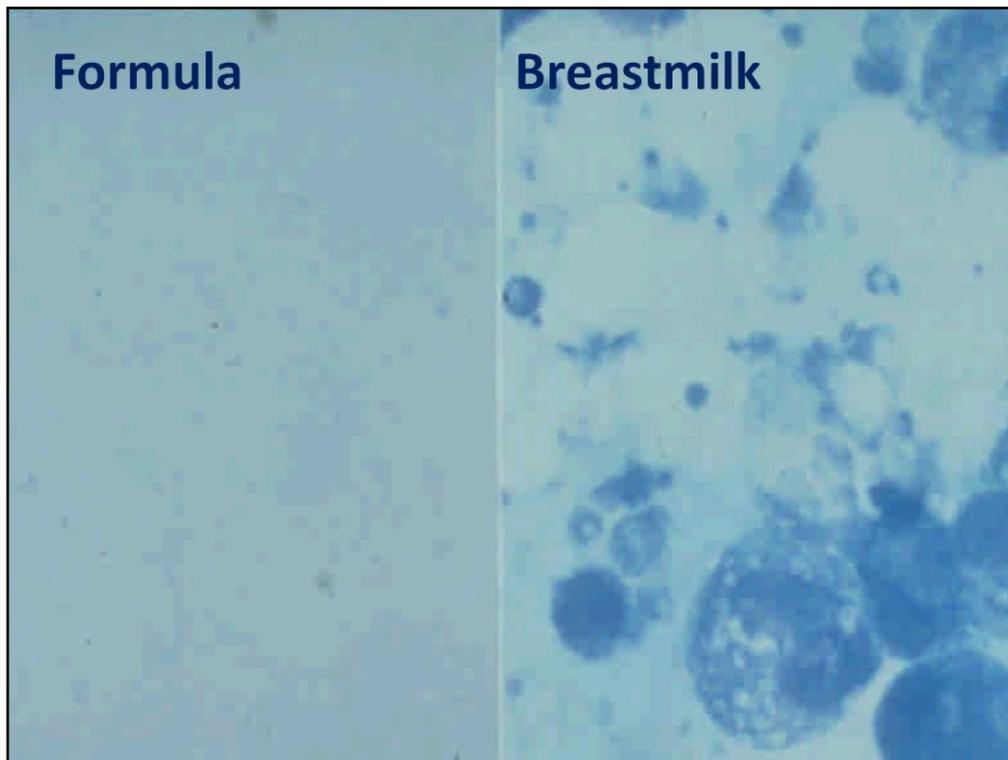


Breastmilk is the perfect food for babies... it's easy to digest and offers protection against a wide variety of health risks.



Human milk is nutritionally perfect for babies. It changes to meet the needs of a growing baby, something formula cannot do. Human milk contains over 200 nutrients as well as special protective factors that formula does not contain. This is nature's way of safeguarding the immature newborn against infections.

Studies are released each year showing that there are health risks to the baby and the mother when they do not breastfeed. Infant formula should be seen as a "safety net" for babies who cannot breastfeed, and not as an equal replacement.



Some of the protective, bioactive factors in human milk include enzymes, antioxidants and anti-inflammatory factors including a complex molecule that provides a film on the breastfed infant's intestines, preventing adherence of bacteria.

The darker blue areas you see in the breastmilk image are "immune system boosters" – you can clearly see in the formula there are none of those protective factors.



Reduced risks for:

- Otitis media (ear infections)
- Upper and lower respiratory infections
- Urinary tract infections
- Gastroenteritis
- Allergies
- Overweight/obesity
- Diabetes
- Crohn's disease
- Childhood Leukemia
- Cardiovascular disease
- Sudden Infant Death Syndrome (SIDS)

**Breastfeeding
Protects
Babies**

Since breastfeeding is the normal, standard way to feed a baby, another way to state this is that infants fed formula are at a greater risk of developing ear infections, respiratory infections, urinary tract infections, allergies, and being overweight, as well as other health problems.

For example, otitis media, more commonly known as a middle ear infection, is the most common illness diagnosed in children under age two in the United States. Breastfeeding greatly reduces the risk of both acute and recurrent ear infections in the first year of life.

Exclusive breastfeeding helps protect many infants against the symptoms of food allergy. Breastfeeding results in delayed exposure to the things in food that may cause allergic symptoms.

Breastfeeding is also being found to help prevent overweight children which in turn may offer some protection against becoming overweight and obese as an adult.

Studies have also proven that putting a baby to sleep on his or her back and breastfeeding are two preventive measures against Sudden Infant Death Syndrome.

(From AAP Policy Statement "Breastfeeding and the Use of Human Milk, February 2005.)

Breastfeeding Helps Moms

- Reduces risk of breast cancer
- Reduces risk of ovarian cancer
- Reduces risk for osteoporosis
- Rapid recovery after having a baby
- Decreases risk of anemia
- Weight reduction



You know that breastfeeding is best for babies.... Did you know that breastfeeding is also important for moms?

Women who breastfeed reduce their risk of breast, ovarian, and uterine cancer, as well as osteoporosis, heart disease and diabetes.

In fact, breastfeeding was listed as one of the Ten Recommendations to Prevent Cancer by the American Institute for Cancer Research in October of 2007. This was the first major report to specifically recommend breastfeeding to prevent breast cancer in mothers, and to prevent overweight and obesity in children.

Breastfeeding helps mothers recover after delivering babies. A hormone called “oxytocin” is produced while breastfeeding; it contracts the uterus, which lowers the risk of postpartum hemorrhage.

Women who breastfeed often experience a longer time before their periods resume, which decreases their risk of anemia.

Breastfeeding helps mothers lose weight. Did you know, a woman burns 500 to 800 calories a day, just by making milk! This helps mom return to her pre-pregnancy weight quicker.

(From www.dietandcancerreport.org and the AAP Policy Statement “Breastfeeding and the Use of Human Milk, February 2005.)



Breastfeeding Mothers say...

"I feel I have a special relationship with my children, a closeness that will last beyond childhood."

"I am giving my child more love, attention, and better nutrition than I got when I was young."

"Breastfeeding is a special time that only I can enjoy with my baby. My baby really loves her mommy!"

"I am proud to be breastfeeding. I feel like I'm doing a mature and responsible thing."

"My baby really knows me because I breastfeed. When I come home from school or work, my baby is really excited to see me!"



The many benefits of breastmilk also include public health and community benefits. Healthier babies mean that new parents miss less work. This results in fewer healthcare visits and lower insurance costs. Breastfed babies usually require fewer sick care visits, prescriptions, and hospitalizations.

Breastmilk is also good for the earth and environment. It is a natural resource, and is renewable.... And it doesn't require any additional packaging!

Breastfeeding saves money. Families save more than \$1,000 in infant feeding costs during the first year alone.

Breastfeeding Saves Money



- ✓ \$3.6 Billion would be saved if breastfeeding increased from current levels to those recommended by public health experts
- ✓ Cost savings are calculated from just 3 illnesses:
 - Ear infections (otitis media)
 - Gastroenteritis
 - Necrotizing enterocolitis

Billions of dollars are saved when mothers breastfeed their infants.

The cost savings of breastfeeding has been calculated..... A minimum of 3.6 billion dollars would be saved if breastfeeding increased from current levels to those recommended by public health experts. This figure represents the cost savings from the treatment of only three childhood illnesses – ear infections, gastroenteritis – which is an inflammation of the lining of the intestines caused by virus, bacteria or parasites – and necrotizing enterocolitis, which is the death of intestinal tissue. It primarily affects premature infants or sick newborns.

Keep in mind – these savings do not include the costs of over-the-counter medications, time lost from work caring for a sick child, and other associated costs.

Quiz - Breastfeeding Protects Babies

Question 1 of 1 Point Value: 10

(Choose all the correct answers.) Breastfeeding babies have reduced risks for:

- Ear infections (otitis media)
- Overweight/obesity
- Urinary tract infections
- Gastroenteritis & Crohn's disease
- Diabetes
- Allergies
- Sudden Infant Death Syndrome (SIDS)
- Respiratory infections



PROPERTIES
On passing, 'Finish' button: [Goes to Next Slide](#)
On failing, 'Finish' button: [Goes to Next Slide](#)
Allow user to leave quiz: [After user has completed quiz](#)
User may view slides after quiz: [At any time](#)
User may attempt quiz: [Unlimited times](#)

[Properties...](#) [Edit in Quizmaker](#)

Take a minute and think about how breastfeeding protects babies. Choose all of the correct answers.



After seeing the benefits and cost savings associated with breastfeeding, does it make you wonder why more women don't choose to breastfeed?

The screenshot shows a presentation window titled "Common Barriers to Successful Breastfeeding". On the left, there is a vertical list of five blue buttons: "Lack of Confidence", "Lack of Support", "Embarrassment", "Hospital Practices", and "Lack of Early Assistance". The main content area is titled "Introduction" and features a photograph of a snow-capped mountain peak. Below the photo, the text reads: "Most moms know breastfeeding is the best for their baby, but they are faced with barriers or a 'price' for breastfeeding." A note at the bottom of the slide says "(Click on each tab to learn more about some of the". At the bottom of the window, there is a "PROPERTIES" section with settings for "Allow user to leave interaction:", "Show 'Next Slide' Button:", and "Completion Button Label:". To the right of these settings are two buttons: "Properties..." and "Edit in Engage".

(Interaction)

Most moms know breastfeeding is the best for their baby, but they are faced with barriers or a “price” for breastfeeding.

Lack of confidence - We are in a society where intake is measured in ounces and feeding times are set by formula-fed babies. Women who breastfeed often worry about the amount of milk that baby is getting and wonder if they can meet their baby’s needs.

Lack of support - It is harder for a mother to succeed at breastfeeding when friends and family question the amount and quality of her breastmilk, or when they are skeptical about her decision to breastfeed.

Embarrassment - Breasts are seen as a source of pleasure rather than a source of mothering and nurturing. Many women believe they must “bare” their breasts in public to breastfeed.

Work or school - Women need support and information to combine breastfeeding and work or school. For example, they need information on expressing or pumping their milk and need support from their employer to provide break times for pumping.

Hospital practices that don’t support breastfeeding - Some hospitals separate mom and baby, give just “one bottle” to the baby so mom can get some rest. They may send home discharge packs with formula.

Lack of early assistance for breastfeeding difficulties - Some moms want to breastfeed but have problems - like sore nipples - in the early days, and don’t know where or how to get help.

Free formula - some people believe that the WIC Program doesn’t promote breastfeeding because it provides infant formula. Actually, a major goal of the WIC Program is to promote breastfeeding as the optimal choice for feeding babies. Since the 1990s WIC’s breastfeeding policies and program activities have resulted in breastfeeding rates increasing faster among WIC moms as compared to the non-WIC population.

WIC Supports Breastfeeding



You just saw a lot of reasons moms give for not breastfeeding.

Do you know what the top two reasons are, for why women don't breastfeed?

Confidence is a big reason... many new mothers worry they won't have enough milk for their baby.

Sore nipples is the other reason moms have breastfeeding problems. This can be prevented by proper latch and positioning of baby.

Most barriers that moms face can be relieved and resolved with breastfeeding support. In the next few minutes, you will find out how WIC supports breastfeeding.

How Can You Support Breastfeeding?

Introduction



All WIC staff have the responsibility to encourage, educate, and **support** women breastfeeding their babies.

Understand your unique role!



PROPERTIES
Allow user to leave interaction: [Anytime](#)
Show 'Next Slide' Button: [Show upon completion](#)
Completion Button Label: [Next Slide](#)

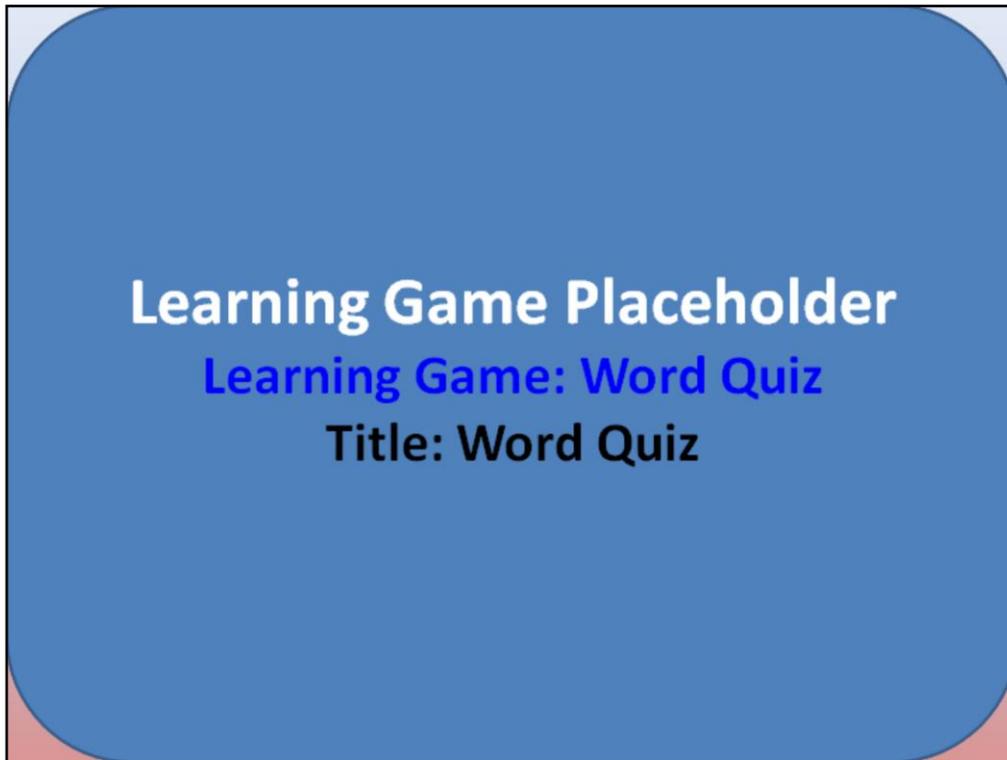
[Properties...](#) [Edit in Engage](#)

(Interaction)

All WIC staff have the responsibility to encourage, educate, and support women breastfeeding their babies.

Understand your unique role!

Click on each piece of the circle to learn more.



Notes:

Question - What is one of the most common reasons women don't breastfeed?

Answer – Lack of confidence

Script:

Now check your knowledge.... See what you remember.

3-Step Counseling and Effectively Communicating

Communication strategies

One of our goals is to help you learn communication strategies that can work effectively, especially when you are discussing sometimes sensitive or complex topics, like breastfeeding.

The following information is designed for **CPAs and Breastfeeding Peer Counselors** - if you have a different role at WIC, you may skip this activity and continue with the rest of the course.

Notes:

- Click on each "bubble", below, to learn more. You can enlarge the images by clicking on the magnifying glass.
- To skip rapidly through this content, use the Next arrow at the top of this window.



PROPERTIES

Allow user to leave interaction:	Anytime	Properties...	
Show 'Next Slide' Button:	Show upon completion		
Completion Button Label:	Next Slide		Edit in Engage

(Interaction)

One of our goals is to help you learn communication strategies that can work effectively, especially when you are discussing sometimes sensitive or complex topics, like breastfeeding.

The following information is designed for CPAs and Breastfeeding Peer Counselors - if you have a different role at WIC, you may skip this activity and continue with the rest of the course.

Breastfeeding Quiz

Question 1 of 5 Point Value: 10

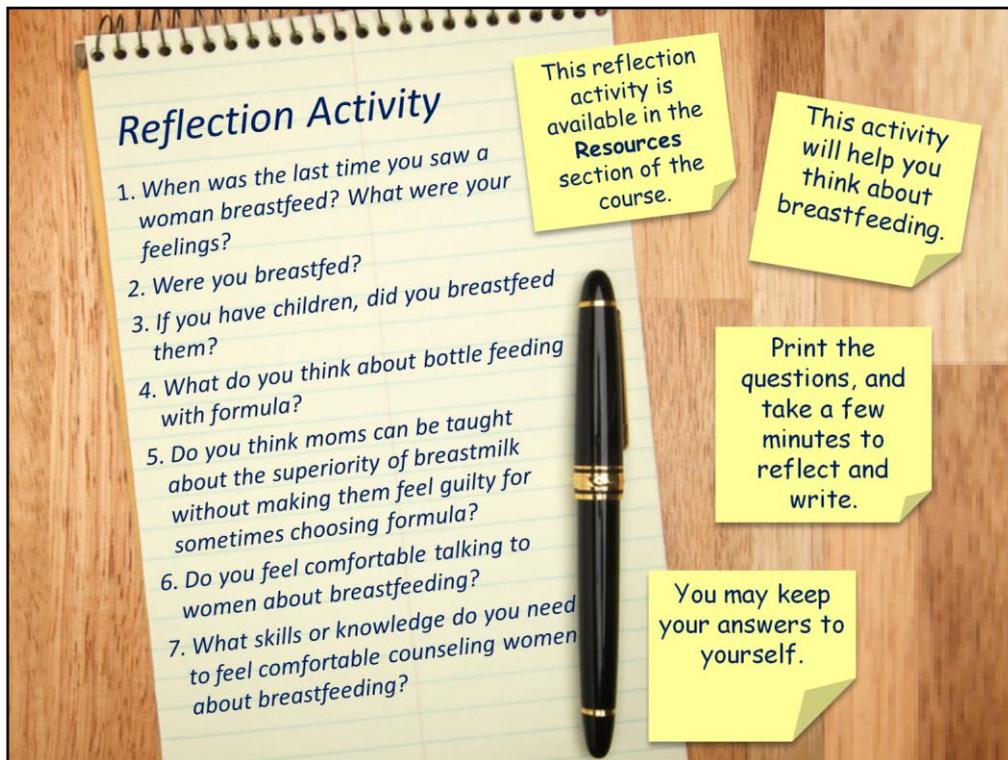
Supplementing with formula should be kept to a minimum because

- it is hard to tell if a baby is lactose intolerant.
- it interferes with establishing a good milk supply.
- it's hard on the rest of the family.
- none of the above.

PROPERTIES

On passing, 'Finish' button:	Goes to Next Slide	
On failing, 'Finish' button:	Goes to Next Slide	
Allow user to leave quiz:	After user has completed quiz	
User may view slides after quiz:	At any time	
User may attempt quiz:	Unlimited times	

Now see what you remember by completing this quiz.



For some people, it is difficult to talk to parents about the risks of not breastfeeding. Some people don't want the parents to feel guilty if they choose to use infant formula. Others feel that it is the parents' right to choose how they will feed their baby.

An important part of our job at WIC is to provide accurate information to families so they can make an "informed decision." Parents need to know the risks of not breastfeeding and the risks of using infant formula. Once they have all of the information, they can make the choice that is best for their family.

Think about how your experience and attitudes may affect your daily work at WIC.

Do you feel comfortable talking to women about breastfeeding?

Do you think moms can be taught about the superiority of breastmilk without making them feel guilty for sometimes choosing formula?



Close this window, then continue to the next module

Think about how you feel about breastfeeding. Are there any skills or knowledge you need to help you feel comfortable discussing breastfeeding with WIC participants?

Jot down any questions that you have about breastfeeding support so you can discuss them with your supervisor.

Close this window and continue to the next module when you are ready.