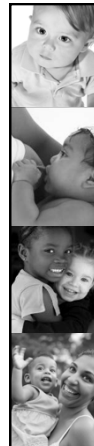


Keep It Simple!

Make It Real

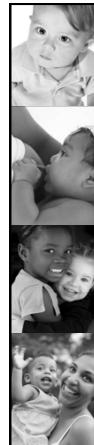
Amy Spangler, MN, RN, IBCLC



U.S. Breastfeeding Rates

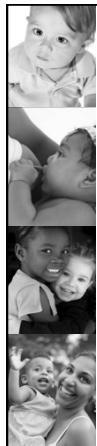
CDC Data 2016 (2013)

- **81.1% Ever (81.9)**
- **51.8% 6 months (60.6)**
- **30.7% 12 months (34.1)**
- **44.4% 3 months (E) (46.2)**
- **22.3% 6 months (E) (25.5)**



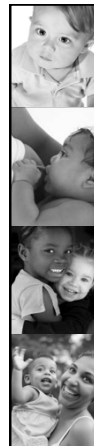
2 Questions...

- **How long will you breastfeed?**
- **Why have you stopped?**



How long will you breastfeed?

- **Will not**
- **Unsure**
- **Baby decides**
- **Morning and night only**
- **6 weeks**
- **12 weeks**
- **4-6 months**
- **1 year**



Why have you stopped?

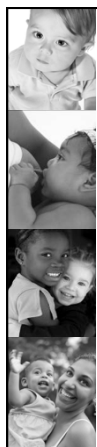
- **Insufficient milk**
- **Pain**
- **Return to work / school**
- **Baby prefers bottle**
- **Baby has teeth**
- **Pregnant**



What does the evidence tell us?

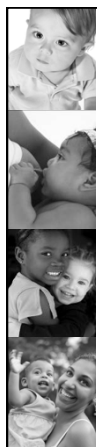
- Insufficient milk
 - Perceived insufficient milk is nothing new
 - 1880s – 1920s
 - Reflects a lack of _____

Modest Sunbathers



What does the evidence tell us?

- Pain
 - ___ out of 5 mothers report pain.



What does the evidence tell us?

- Return to work / school
 - ___ percent of women with children under 3 years of age work outside the home.

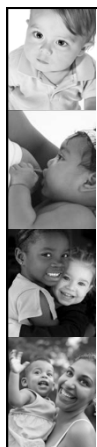


Ever tried breastfeeding at work?



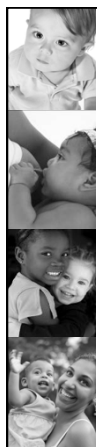
What does the evidence tell us?

- Baby prefers bottle
There is ___ evidence for nipple preference / confusion.



What does the evidence tell us?

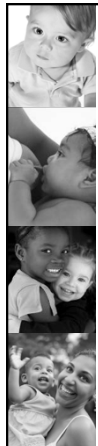
- Baby has teeth
Babies are unlikely to ___ the ___ that feeds them!



What does the evidence tell us?

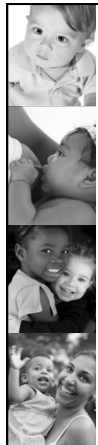
- Pregnant women ___ breastfeed.
- Breastfeeding women ___ get pregnant.





**If breastfeeding is
normal...**

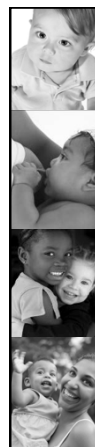
Why is it so hard?



**Unrealistic
expectations**



**How do normal
breastfed babies
behave?**



**What parents need
to know or NOT**



Basic Facts

- All babies poop, pee, eat, sleep, cry, and grow.

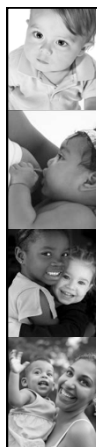


Poop and Pee

- How often should my baby poop and pee?
- What should the color and consistency be?



Eat



Feed me, I'm yours!

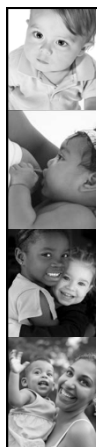
- How often will my baby breastfeed?
- How long will a feeding last?
- How much breast milk does my baby take at a feeding?
- When should I introduce solid foods?

Signs of Hunger





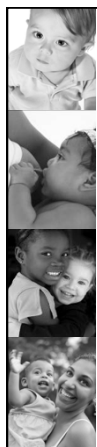
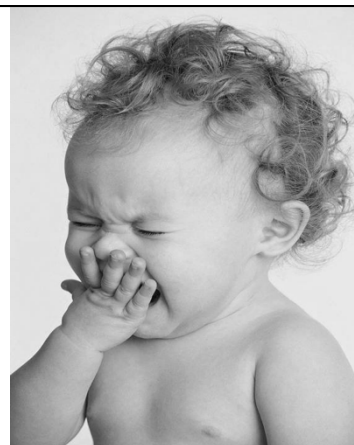
Sleep



Now I lay me down to sleep

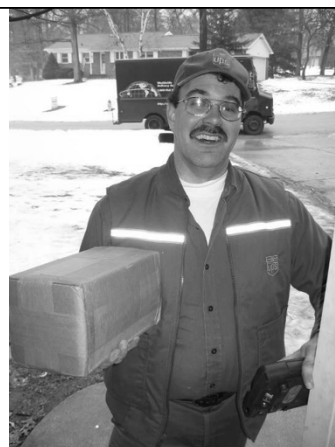
- When will my baby sleep through the night?
- Do I need to wake my baby to breastfeed?
- Can I sleep with my baby?

Cry



How can I stop the crying?

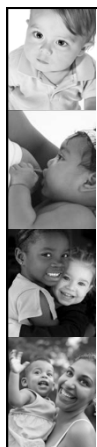
- Why? – Hungry, fussy, wet or dirty diaper, hot, cold, sick
- What to do? – Feed, hold, change, unwrap, wrap, call doctor
- Can't cope? – Keep baby safe



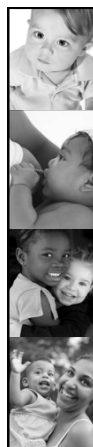


Grow

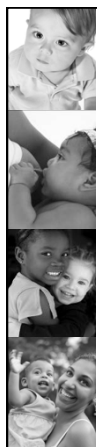
- How much weight should my baby lose in the first days of life?
- When should my baby be back to birth weight?
- How much weight should my baby gain in the first weeks/ months of life?



Toss Out The Rule Book

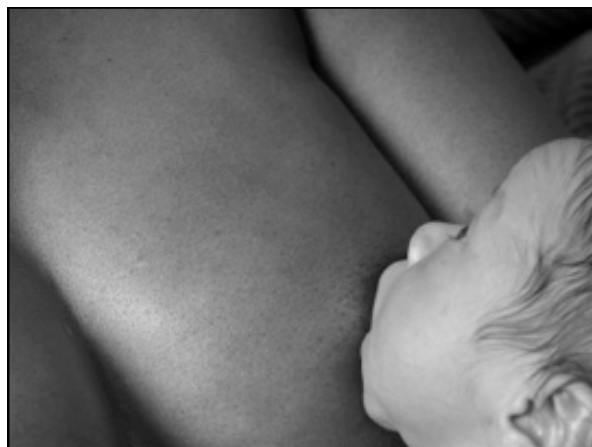


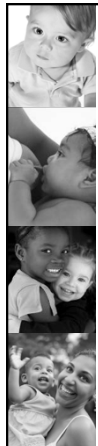
Rule #1



Rule #2

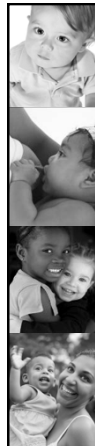
See Rule #1





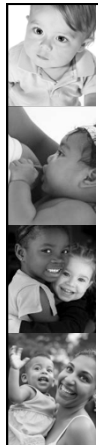
Neonate vs. Infant

- Neonate: birth \Rightarrow 1 month
- Infant: 1 month \Rightarrow 1 year



Essential Ingredients

- Breast \Rightarrow Milk production
- Brain \Rightarrow Milk release
- Baby \Rightarrow Milk transfer



**Location,
Location,
Location!**





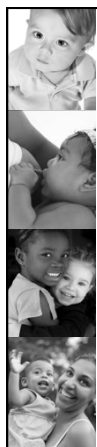
Evidence is a Guide Not a Prescription

- Early and often
- Position well
- Signs milk transfer
- Pacifiers / supplements
- Not working / Get help



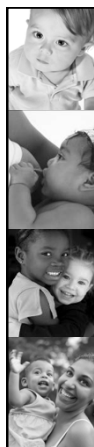
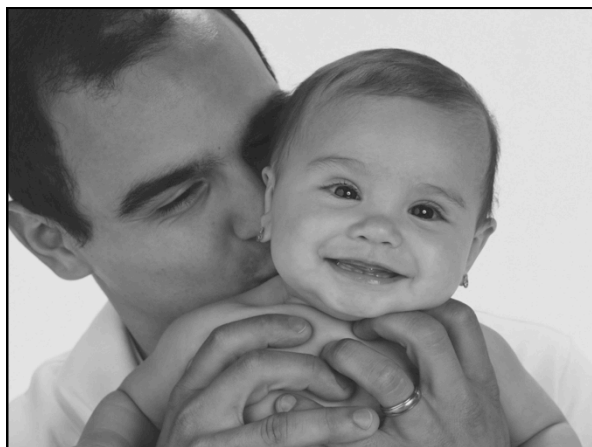
Ask & Answer Questions

- Create a space where parents feel safe



Don't Forget VIPs

- A knowledgeable, supportive partner
- A knowledgeable, supportive professional



Wave Red Flags

- No sign of milk transfer
- Continued weight loss
- Weight loss > 7 percent
- Black stools on day 4
- Green stools on day 5
- Below birth weight at 2 weeks
- "Something doesn't seem right."



Health Care Provider Role

- Tell parents how to parent?
- Give them the skills they need to parent well?

