

# Foundations in Lactation Support - 2020 Agenda

## RECORDED WEBINAR!

Hosted by Nutrition First of Washington

Trainer: Michele L. Crockett, IBCLC

### **Audience:**

All staff providing breastfeeding promotion and support within a community health care setting. Training content assumes staff and their employing organization fully support breastfeeding as the norm for infant feeding.

### **Core Competencies:**

- Recognizes the evidence-based rationale for breastfeeding promotion and understanding the health risks of not breastfeeding to mother and infant
- Promotes and supports breastfeeding in a manner that is consistent with current recommendations.
- Develops rapport and fosters open dialogue to successfully discuss breastfeeding with mothers and families
- Promotes exclusive breastfeeding and provides realistic strategies

### **Objectives:**

- Recognize personal role and responsibilities within a health care team that promotes and supports breastfeeding
- Demonstrate the ability to use client-centered techniques when talking with pregnant or breastfeeding participants
- Identify key strategies for all pregnant women to establish a breastfeeding relationship with their infant

## **The following topics will be covered in the webinar.**

### **The Value of Breastfeeding**

Breastfeeding is an international priority. Recognizing well known risks of not breastfeeding and exploring current research expanding our knowledge on the biological necessity of breastfeeding for the mother and infant. Consider how community and hospital policies and procedures impact women's goals for breastfeeding.

### **Normalizing Breastfeeding in a Bottle-feeding Culture**

Professionals' perceptions of breastfeeding affect the information and support they provide to families. Explore the barriers that professionals may have to promoting breastfeeding. The American culture is one of bottle-feeding represented in media, print, and social, educational and work place. Discover ways that public health can provide options and assist in shifting breastfeeding as the norm.

### **Laying the Foundation for Breastfeeding During Pregnancy**

Understanding the development of the breast in puberty and early pregnancy. Six key messages for anticipatory guidance in first and second trimester. How WIC supports mother's breastfeeding goals. Explore the language around breastfeeding and how to communicate effectively with clients. Understand when to refer for prenatal breastfeeding assessment.

### **Ready...Set...**

Six key messages for the last trimester of pregnancy. Most breastfeeding challenges can be avoided if women are aware of normal infant behaviors and understand the baby's role in the breastfeeding relationship.

### **GO!**

Dramatic changes occur in the mother and baby at birth. Families are often surprised and unprepared for the immediate postpartum experience. Support and interventions during this period of time have the greatest impact on the duration of breastfeeding.