

National Breastfeeding Campaign DVD *Breastfeeding. Naturally.* Discussion Prompt Sheet

You may wish to refer to this prompt sheet as you discuss the DVD '*Breastfeeding Naturally*' with women in your care, and their partners/whānau/supporters. It covers topics raised in the DVD and other matters related to breastfeeding. Discussions about breastfeeding may begin any time after 16 weeks' pregnancy (*NZCOM Handbook for Practice*, 2008). The timing, and how you use the DVD, will vary from woman to woman.

The purpose of the DVD is to support mothers and babies to breastfeed successfully. Mums should try to breastfeed exclusively until around six months and continue breastfeeding (combined with other appropriate foods) until baby is at least 12 months of age or beyond.

CHAPTER 1: PREPARING FOR BIRTH.

- Planning: Excitement/worries about breastfeeding. Skin-to-skin. Actively deciding to breastfeed. Making a breastfeeding plan.
- Preparation: Don't need to prepare nipples. Who are support people after the birth? If planning to return to work, talk to employer about their breastfeeding policy. Talk with baby carer and early childhood centre if appropriate.
- Smoking: Discuss smoking and how to quit. **Quitline (0800 778 778)** or visit **www.breastfeeding.org.nz** for more information. Still better to breastfeed if smoking as benefits of breastmilk outweigh risks from nicotine. Nicotine replacement therapy doubles chances of quitting.
- Safe sleeping: Where will baby sleep? (No bed sharing. Use safe sleeping arrangements = Face up + clear face + smoke free.) For the first six months, the cot is next to mum's bed. OK to use baby's sleeping bag.

CHAPTER 2: BIRTH – INITIATING EARLY FEEDS.

- Initiating skin-to-skin very important, even if there are birth complications. Skin-to-skin with dad/partner is also good.
- Self-latch by baby after birth. Give baby time. Don't pass baby around after birth and have lots of private quiet times with baby.
- Colostrum helps prevent infections by jump starting the immune system – breastmilk continues this important work.

CHAPTER 3: A GOOD LATCH – EARLY DAYS.

- Ask what support mum has on hand during the first few weeks. Partner helping out? Other help available? Discuss different positioning skills. Include dads/partners in this discussion so they can help after the birth. LMCs and others can help with the latch in the early days. Practice makes perfect!
- Sucking, positioning and swallowing sequence using visuals on DVD. Good techniques and hands off approach to assisting with breastfeeding. Let breast fall where it may, then move baby into the right position.
- Nipple not squashed or pinched if positioning correct. When the nipple is positioned correctly, far back in baby's mouth, this should not result in undue pressure or discomfort. Explain that it is breastfeeding not nipple feeding.
- Explain unlatching.
- Mechanics of supply and demand, let-down etc. Feeding/hunger cues that mothers learn. Can take time for milk to come in – this is normal. Feed on one side until the baby finishes feeding. Follow baby's pattern - has a small stomach, so may need many small feeds often (8 – 12 times in 24 hours or sometimes more is normal). May need more frequent feeds in the early evening – 'cluster feeding'.
- Baby is getting enough if they have multiple bursts of sucking during a feed, and swallowing sounds are heard. Swallowing may not be obvious in the first two days.
- By day four, baby is producing at least six wet nappies in a 24-hour period. Baby's bowel motions should start to change by day four (from the black and greenish meconium, to yellow). Baby may lose weight initially but should be back to birth weight by 10–14 days.

CHAPTER 4: SOLVING PROBLEMS.

- Engorged breasts compared with full breasts.
- Sore/cracked nipples/blisters. Normal to experience some discomfort briefly at the beginning of a feed until about day ten. Tell midwife it's hurting. Latch may not be right.
- Mastitis. If it happens, need to rest and feed baby a lot. Take your temperature and if elevated contact your LMC or, if you're no longer under the care of an LMC, contact your GP.
- Tiredness – being a parent of a newborn is tiring regardless of how the baby is fed. Sleep when baby sleeps. Lower expectations of social life after baby is born. Six weeks is not a magic number – most babies still need to wake to feed at night.
- Breastfeeding in public and how to manage this. Leaking breasts and ways to manage this.

CHAPTER 5: OUT AND ABOUT.

- New rhythm to the family and household and takes time to get to know the baby. The woman is now a mother and everyone takes on new roles in the family – women need support, time to rest and feed their baby.
- It's better for the baby if they are not taken to places where there are lots of people – like supermarkets, malls etc in first few weeks. Newborns are different to older babies and don't like lots of noise or being passed around lots of people.
- Confidence to be out and about grows with time.

CHAPTER 6: FOR PARTNERS, FAMILY AND SUPPORTERS.

- Support from partner, friends, family, whānau and other key people in woman's life very important to help her cope with demands of breastfeeding.
- Establishing breastfeeding is a phase that can take 6–12 weeks. Once established, it becomes easier. Both the mum and the baby need to be patient and give themselves time to get to know each other. Babies change a lot in 12 weeks – just ride with it.
- Early evening feeds, when baby feeds more frequently, are a good opportunity for partners or supporters to provide practical help such as cooking, washing up, or caring for other children.

CHAPTER 7: RETURNING TO WORK.

- Breastfeeding can work for mums in the workplace. For mothers returning to work, the key message should be to think about, discuss and plan breastfeeding in advance with their employer, baby carer or early childhood centre. With advance planning there are ways to continue breastfeeding while working.
- Practical support from partner/whānau/friends to allow mum to breastfeed before, after or during work times.
- Employer may have a written plan or policy relating to breastfeeding in the workplace. If not, discuss breastfeeding break options. Refer to the Employment Relations (Breaks, Infant Feeding, and Other Matters) Amendment Act 2008. This discussion can start when talking about parental leave.
- After six months, may no longer be exclusively breastfeeding, but can continue by feeding night and morning.

Women in your care and their partners/whānau/supporters can get further information from the breastfeeding section of the Ministry of Health's website: www.breastfeeding.org.nz

Another useful reference site may be: BFHI NZ <http://www.babyfriendly.org.nz/page.php?5>

Please encourage people to share the DVD with family and friends, and to return it when they are no longer breastfeeding.