

CALIFORNIA WIC

# Breastfeeding Peer Counseling Program



Session 1

*Mothers Helping Mothers!*

# Session 1



# Activity Warm-Up



- 🌀 Find a partner
- 🌀 Talk about your personal breastfeeding experience
- 🌀 Reconvene as a group
- 🌀 Introduce your partner and share her breastfeeding story.

# Activity

## Warm-Up (cont'd)

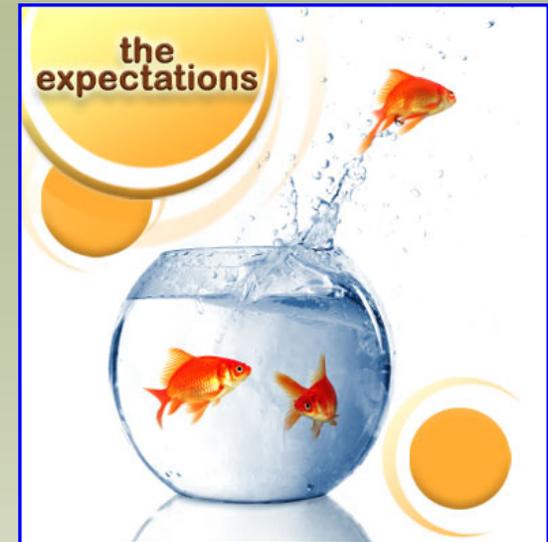
☞ Be sure to include in introductions:

- ◆ Their partner's name
- ◆ Number of children they have
- ◆ How they learned to breastfeed
- ◆ Who helped/supported them to breastfeed

# Session Expectations & Discussion Guidelines

# Session Expectations

- 🌀 Attend all sessions
- 🌀 Arrive on time
- 🌀 Minimize disruptions
- 🌀 Actively participate
- 🌀 Follow along in your handbook



# Discussion Guidelines

- ❧ Stay on topic
- ❧ Become involved in discussions
- ❧ Share the time
- ❧ Encourage each other
- ❧ Respect others opinions & experiences
- ❧ Limit side conversations



# Breastfeeding Peer Counselors

# What is a Breastfeeding Peer Counselor?

## 🌀 Breastfeeding Peer Counselors are:

- ✦ Moms just like you
- ✦ Experienced at breastfeeding
- ✦ Trained to solve breastfeeding concerns
- ✦ Trained to make referrals when medical help is needed
- ✦ Available outside regular business hours
- ✦ Compassionate and respectful

# Breastfeeding Peer Counselors

- ∞ Help increase breastfeeding success
- ∞ Peer counselors have:
  - ✦ Personal experience
  - ✦ Training
- ∞ Mothers who have a peer counselor:
  - ✦ Often choose to breastfeed
  - ✦ Breastfeed longer

# Breastfeeding Peer Counselors

## What do Peer Counselors do?

- Help mothers get ready
- Explain ways to prevent problems
- Help solve common problems
- Refer mothers to Lactation Specialists or Health Care Providers (HCP)



# Breastfeeding Peer Counselors

## Peer counselors **DO**:

- ✦ Encourage breastfeeding
- ✦ Prevent common problems by helping
- ✦ Refer mothers when problem is too great

## Peer counselors **DO NOT**:

- ✦ Diagnose or treat medical problems

# Breastfeeding Peer Counselors

## How do peer counselors do their work?

- 🌀 Telephone
- 🌀 Clinic visits
- 🌀 Home visits
- 🌀 Hospital visits





# Activity

## What is a Breastfeeding Peer Counselor?

- Read content in box entitle "What is a Breastfeeding Peer Counselor?"
- Circle what stands out most
- With a partner discuss:
  - ✦ What you circled
  - ✦ How a peer counselor could have or did help you

# Respecting Differences

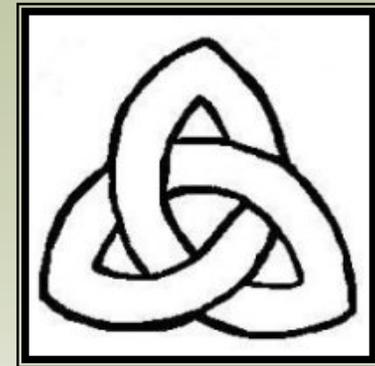
- ☞ Respect everyone's opinions & beliefs
- ☞ Mothers feeding choice affected by:
  - ✦ Her beliefs and family
  - ✦ Religion, Age, Education, Income
  - ✦ Length of time in the U.S.
  - ✦ Where she lives



# Respecting Differences (cont'd)

✧ Understanding & respecting the mother's beliefs & practices will...

- ✧ GAIN her TRUST
- ✧ Begin a POSITIVE relationship



Sister Symbol



# Activity

## Respecting Our Differences

- Find the “A Little About Me” worksheet
  - Answer the questions
  - Share and discuss in your small group
- “Why is it important for peer counselors to respect everyone’s differences?”

# Overview of Training



# Activity

## Our Learning Tree

- 🌀 Silently read the topics for each session in the front of your handbook
- 🌀 Write on separate post-it notes:
  - ✦ 1 or 2 topics you know the most about
  - ✦ 1 or 2 topics you know a little about but need more information
  - ✦ 1 or 2 topics you know nothing about
  - ✦ Any topics that are not included but you would like more information about

# Our Learning Tree

Place the post-it notes  
on the Tree Chart



🌀 Topics you:

- ✦ know the most about on the roots
- ✦ you need more information on the trunk
- ✦ know nothing about on the branches

🌀 Topics not included place on either the trunk or the branches

# Breast Anatomy



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# Breast Anatomy

## 🌀 Breast Size

- ✦ Depends on amount of fat in breast
- ✦ **Not related** to making milk
- ✦ One breast often different than the other

## 🌀 During Pregnancy

- ✦ Breasts get larger
- ✦ Veins show more
- ✦ Area around the nipple darkens

If a pregnant woman has NOT noticed any changes: REFER her to a Lactation Specialist

# Breast Anatomy

## ☞ Areola

- ★ Darker skin around nipple
- ★ Visual target for baby
- ★ Size & color differ for every woman
- ★ Larger & darker during pregnancy



# Breast Anatomy (cont'd)

## ☞ Montgomery Glands

- ◆ Small bumps on areola
- ◆ Protects nipple from dryness
- ◆ Scent helps baby find breast



# Breast Anatomy (cont'd)

## ☞ Milk Ducts

- ✦ Carry milk from the alveoli through the nipple



## ☞ Alveoli

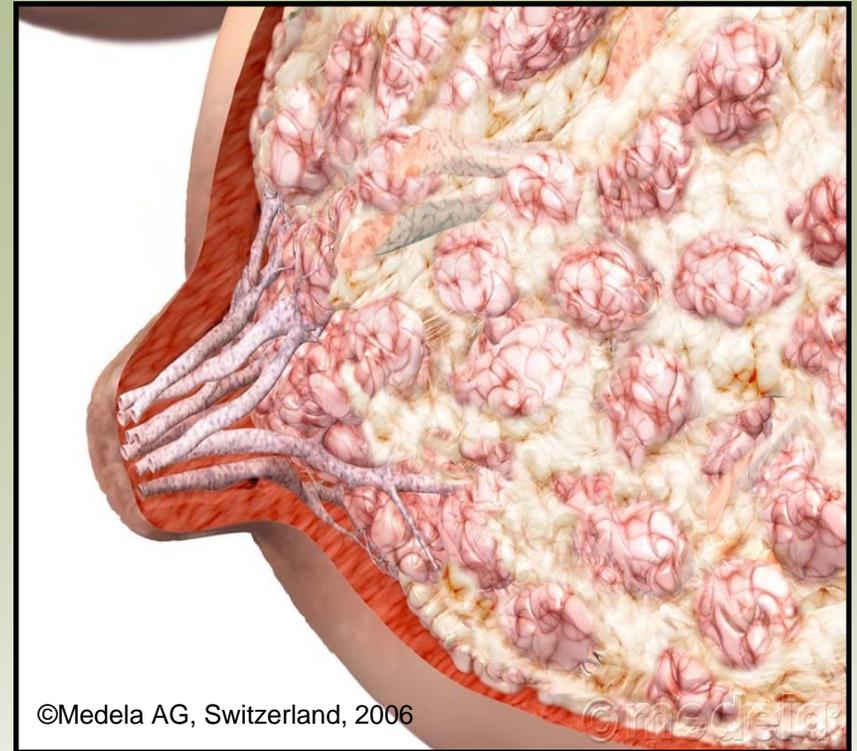
- ✦ Grape-like clusters where milk is made

*Mothers Helping Mothers!*

# Breast Anatomy (cont'd)

## 🌀 Nipples

- ✦ Muscles & nerves
- ✦ 4-18 openings
- ✦ Change during pregnancy & after childbirth
- ✦ Size/shape
- ✦ No need to “prepare” nipples





# Activity

## Illustrating Breast Anatomy

- 🌀 Blow-up your balloon to the size of a breast
- 🌀 Draw the parts of the breast on your balloon
- 🌀 Explain your balloon to a partner



# Types of Nipples

- ↻ Everted
- ↻ Flat
- ↻ Semi-Inverted
- ↻ Inverted
- ↻ Wide or Non-stretchable



# Everted Nipple

(Sticks out at rest, and more when touched)



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# Flat Nipple

(Flat at rest and when touched)



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# Inverted Nipple

(Drawn inward “dimpled” at rest and when touched)



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# Type of Nipples

- ❧ Wide or non-stretchable
  - ✦ May not reach back of baby's mouth
  - ✦ Hard for a newborn to latch-on
  - ✦ May need a breast pump to express milk
  
- ❧ If a mother is worried, REFER her to a lactation specialist

# Breast Surgery or Trauma

- ☞ Most mothers can breastfeed
  - ✦ Larger breasts (implants)
  - ✦ Smaller breasts (reduction)
  - ✦ Other chest trauma
- ☞ May limit amount of milk produced
- ☞ If she is worried refer her to a lactation specialist or her health care provider

# Milk Production

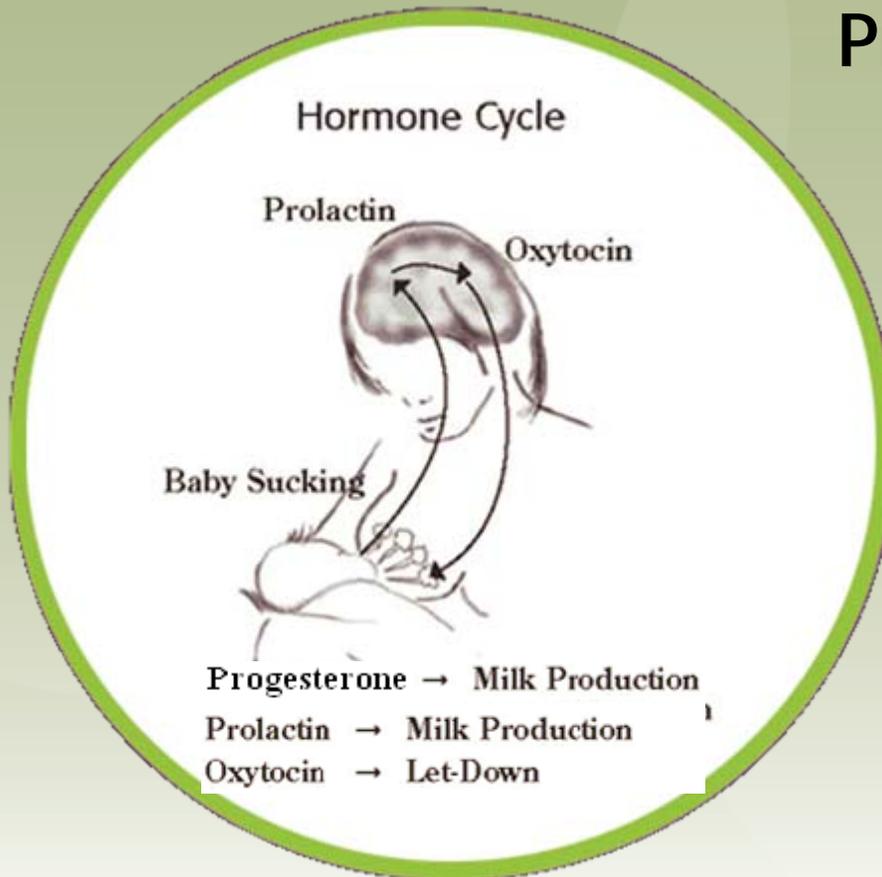
# Milk Production

- ❧ Hormones play an important role in milk production
- ❧ Hormones may cause some of the feelings mothers have while breastfeeding
- ❧ Three important breastfeeding hormones are:
  - ✦ Progesterone
  - ✦ Prolactin
  - ✦ Oxytocin

# Milk Production - Hormones

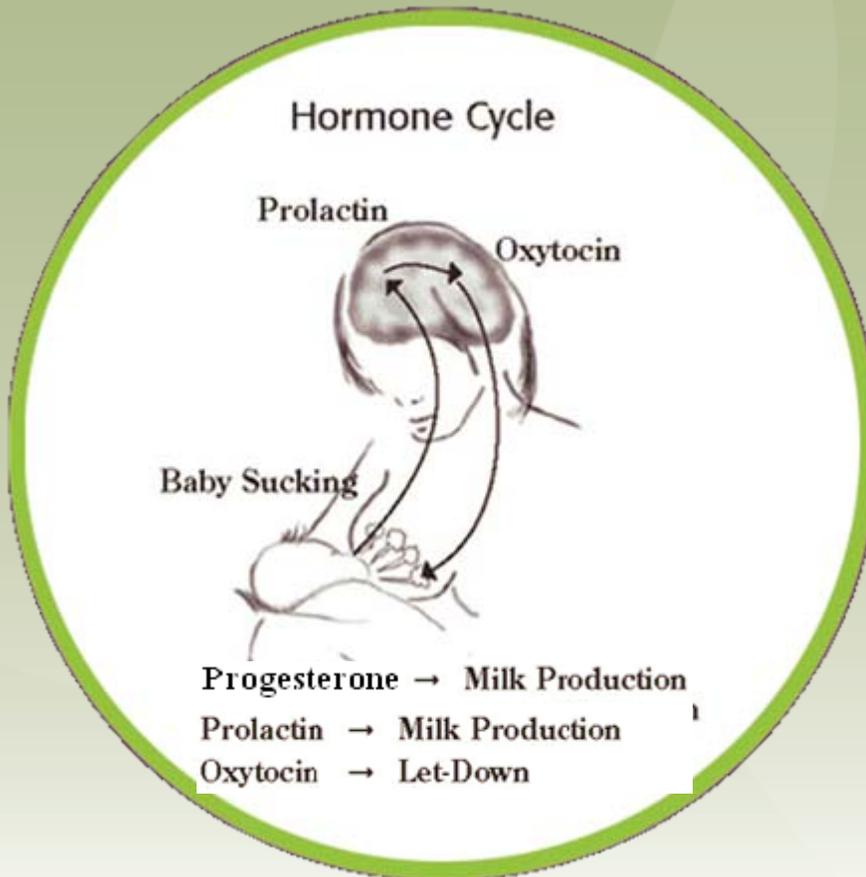
## Progesterone

- ◆ Produced by the placenta
- ◆ Prevents milk production during pregnancy
- ◆ After delivery, levels drop triggering milk production



# Milk Production - Hormones

## Prolactin

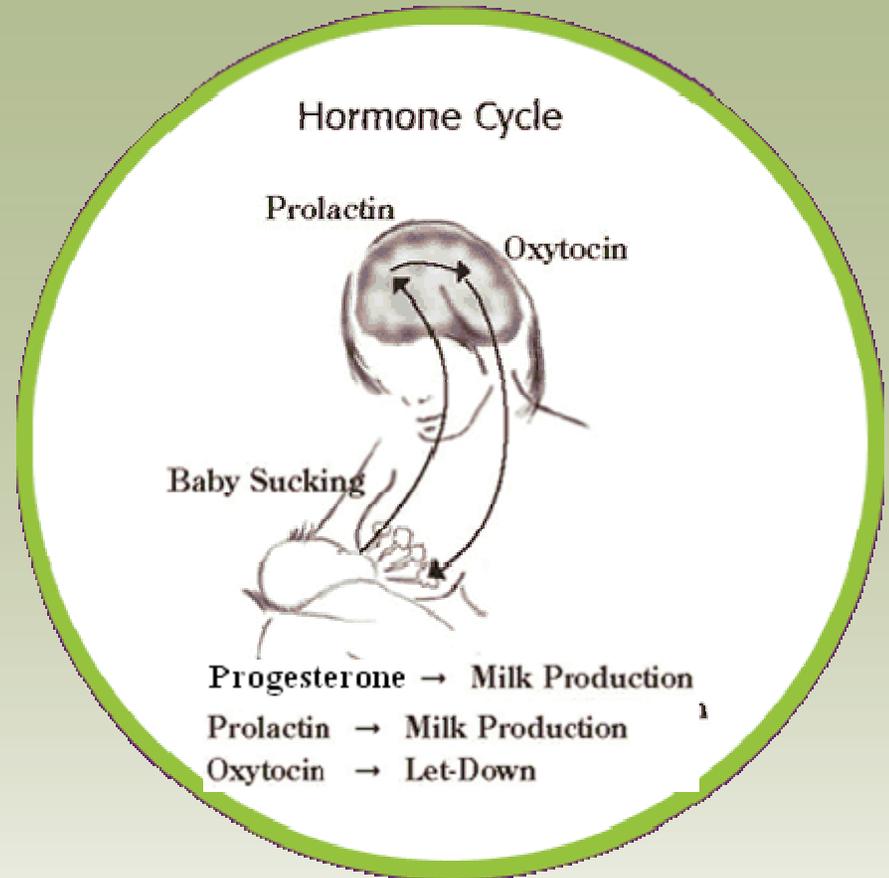


- ✦ Tells the breast to make milk
- ✦ Makes mother feel sleepy & calm
- ✦ Delays return of period
- ✦ Encourages motherly feelings

# Milk Production - Hormones

## Oxytocin

- ✦ Makes milk flow out of breast (Milk Ejection Reflex)
- ✦ Makes mother feel relaxed & sleepy
- ✦ Helps uterus shrink
- ✦ Helps mother to bleed less
- ✦ Encourages bonding



# Feedback Inhibitor of Lactation (FIL)

- ❧ Occurs naturally in breast milk
- ❧ Decreases rate of production when breasts are full
- ❧ Emptied breast will decrease FIL in milk

Similar to an automatic  
ice maker



# Milk Production Storage Capacity

- ❧ Size of a woman's breasts does not affect overall milk production
- ❧ One mother may store more than another, both can make plenty of milk
- ❧ Mothers with small storage capacity may need to feed more often
- ❧ Breastfeed 10-12 times/day
- ❧ Watch for baby's signs of hunger



# Activity

## Milk Production Does or Does Not?

Divide into pairs:

- 🌀 Find worksheet entitled "Milk Production-Does or Does Not"
- 🌀 Circle the correct word in parenthesis
- 🌀 Review answers with large group



# Activity

## Colostrum

**At your tables:**

- 🌀 Discuss what you have heard about colostrum from family members, health care providers, WIC or others.

# Colostrum - The First Milk

- ❧ Thick, yellow milk
- ❧ Last 3 months of pregnancy & after delivery
- ❧ Perfect for newborns
- ❧ "First Immunization"
- ❧ Helps baby poop



# Colostrum - The First Milk

➤ Healthy newborns ONLY need colostrum



Formula



Water



Sugar Water



*...Unless there is a special problem*

# Changes During Early Milk Production

- ☞ Colostrum changes to mature milk 2<sup>nd</sup> to 5<sup>th</sup> day after birth
- ☞ Change in breasts
  - ✦ Extra fluid moves to the breast
  - ✦ Breasts fuller, heavier, more sensitive, warmer
- ☞ Transitional milk (takes about 1-2 weeks)

# Mature Milk

- 🌀 Mature milk changes to meet babies needs
- 🌀 At beginning of a feeding, breastmilk may be:
  - ✦ Bluish and watery
  - ✦ High in milk sugar (lactose)
  - ✦ Low in fat
  - ✦ Sometimes called "foremilk"

# Mature Milk

Towards the end of the feeding, breastmilk is:

- ✦ Thicker, like cream
- ✦ Higher in fat, lower in milk sugar
- ✦ Higher in calories (energy)
- ✦ Sometimes called “hindmilk”
- ✦ Needed for growth

Baby needs hindmilk before switching to the other breast

# Foremilk and Hindmilk



# Milk Ejection Reflex (MER)

- Milk flowing from the breast
- Caused by **Oxytocin**
- Mothers often see, feel or hear:
  - ✦ Uterus contracting (cramps)
  - ✦ Milk dripping from opposite breast
  - ✦ Milk in the corner of baby's mouth
  - ✦ Baby swallowing ("uh" or "pah")
  - ✦ Calm & relaxed



# Activity

## Delayed Milk Ejection Reflex

Discuss the following:

- ☞ Were there times when you were ready to breastfeed but your milk did not flow?
- ☞ What do you think caused this?
- ☞ What helped your milk to flow?

# Best Start's 3-Step Strategy

# Best Start Overview

- Best Start looked ways to talk to mothers about breastfeeding, came up with the...

## 3-Step Strategy

1. Ask open-ended questions
2. Affirm her feelings
3. Educate

Step 1:



## Ask Open-Ended Questions

- ∞ Many answers
- ∞ Finds out what the mothers “think”
- ∞ Starts a conversation
- ∞ Starts with “What” or “How”

Example:

“What do you think about breastfeeding?”

# Step 1: Ask Open-Ended Questions (cont'd)

## Closed-ended questions

- ❧ "Yes", "No" or very short answers
- ❧ Doesn't encourage mother to share her thoughts
- ❧ Many times will begin with "Do"
- ❧ "Do you plan to breastfeed?"





# Activity

## Open-Ended Question

🌀 "Drum roll" on your table if you hear an open ended question



🌀 Remain quiet if you hear a close ended question

# Step 1: Ask Open-Ended Questions (cont'd)

## Getting more information:

🌀 Not sure what the mother is thinking...

🌀 Follow up with:

- ✦ Extending questions
- ✦ Clarifying questions
- ✦ Reflecting statements
- ✦ Re-directing questions

🌀 Think about how your questions “sound”



# Activity

## Getting More Information

At your tables write questions you might ask to get more information.

Mother says:

- 🌀 My boyfriend does not want me to breastfeed.
- 🌀 I can't take the baby with me everywhere I go.
- 🌀 Breastfeeding in public just isn't for me.

Share your answers with the large group

# Step 2: Affirm Her Feelings

- ✧ Shows a mother she is not alone in her experience
- ✧ Shows a mother that her feelings are normal & okay
- ✧ Shows respect
- ✧ Builds confidence
- ✧ Encourages “safe” feelings so she will be open to new ideas

# Step 2: Affirm Her Feelings (cont'd)

## Examples:

- ☞ "I've heard a lot of women say that."
- ☞ "That's a pretty common reaction or belief."
- ☞ "I felt that way too."



# Step 2: Affirm Her Feelings (cont'd)

## Another type of affirmation:

- ✦ Find something positive and acknowledge it
- ✦ Not necessarily agreeing

## Examples:

- 🌀 "I can tell you are a concerned mom and want the best for your baby."
- 🌀 "The way you look right into your baby's eyes while you talk to him is so sweet."
- 🌀 "Good job!"



# Activity

## Affirm Feelings

### Practicing the First 2 Steps

- Divide into pairs
- Develop affirming responses to the statements in your handbook
- Write your answers in handbook as directed



# Activity

## Affirm Feelings

### Practicing the First 2 Steps

- Facilitator reads scenarios
- In pairs, practice role playing

#### Scenario 1

- Teenage pregnant mother
- Not sure she wants to breastfeed
- Her mother will watch baby
- Her mother didn't breastfeed

#### Scenario 2

- New mother
- Baby 3 days old
- Wants formula
- Breastfeeding "uncomfortable"

# Step 3: Educate

- ☞ Only share information related to her concerns or questions
- ☞ Give information in small amounts
- ☞ Explore/Offer/Explore
- ☞ Have repeated conversations



# Activity

## Educate

- ✧ At your tables discuss information you can share with mothers who have concerns like those found in your handbook
- ✧ Write responses in your handbook
- ✧ Briefly share with the larger group



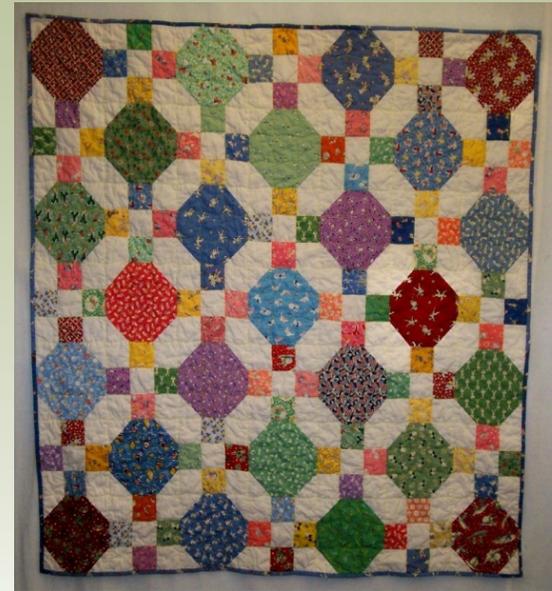
# Activity

## Putting it All Together

Who wants to volunteer to read?

Listen for:

- ◆ Open ended questions
- ◆ Affirmations
- ◆ Education
- ◆ Kind words





# Activity

## Putting it All Together (cont'd)

- ∞ Facilitator reads scenarios
- ∞ In pairs, practice role playing

### Scenario

- ✦ Anna is pregnant
- ✦ Worried about breastfeeding
- ✦ Sister had baby
  - ✦ Didn't have much milk
  - ✦ Gave formula
- ✦ Anna is worried this will happen to her too





# Activity Closing

🌀 Summarize today's session

🌀 Tree Chart

✦ What topics were covered?

✦ Move Post-it Notes

Preview of Session 2  
Homework...





# Homework Assignment

## Practice 3-Step Strategy with family & friends

- ✦ Focus on the step that was most difficult for you
- ✦ The more you practice, the easier it will become!

## Bring the following to next session:

- ✦ 1 or 2 dolls/stuffed animals (the size of a baby)
- ✦ Bed pillow