

Breastfeeding Friendly Prenatal Practice Guidelines

Breastfeeding provides ideal nutrition and is the physiologic norm for mother and baby. Research shows that mothers make the decision regarding breastfeeding early in pregnancy, or even prior to conception. Encouragement and education from healthcare providers results in higher rates of breastfeeding initiation and duration, as do ongoing educational and support programs. Hence, the following recommendations are suggested for prenatal practices:

Breastfeeding Education for Staff

- A. Educate all staff (physicians, front office staff, nurses, medical assistants) about Breastfeeding and about our practice's commitment to promoting, protecting and supporting breastfeeding.
- B. Identify one or more BF resource personnel on staff (e.g. champion)
- C. Make educational resources available for quick reference by staff in the practice

Office Environment

- A. Establish a written BF policy to facilitate & support staff training
- B. Eliminate distribution of free samples, literature (coupons, magazines w/formula ads), & baby items from formula companies; do not display images of infants bottle feeding
- C. Display signs, posters, pamphlets, pictures, & photographs of breastfeeding mothers
- D. Ensure availability of appropriate educational resources (e.g. not commercial) to patients
- E. Advertise as a BF-friendly practice; encourage BF in office (e.g. staff, patients)
- F. Include information regarding women's intention to BF in all transfer-of-care materials
- G. Obtain, maintain, and provide a list of BF educational options & community resources. Distribute to all pregnant & breastfeeding mothers

Prenatal BF Education for Patients

- A. Discuss BF at each prenatal visit (i.e., 1-encourage open dialogue, 2-affirm patient's feelings, 3-provide targeted education)
- B. Actively state BF support early in prenatal care & acknowledge that BF is superior to artificial feeding
- C. Inquire about feeding plan & previous BF experience; identify patients w/ lactation risk factors
- D. Consider culture of women, families & communities (e.g., family structure/pivotal family member, respect cultural traditions/taboo, awareness of OB's own attitudes)
- E. Determine any family medical history that may make BF especially helpful (e.g., asthma, eczema, diabetes, obesity)
- F. Incorporate BF into pre/interconception and prenatal breast exams (e.g., flat/inverted nipples, assure woman her anatomy is sufficient for successful BF)
- G. Encourage participation in peer support group; recommend attending formal BF course for woman & FOB

Delivery & Hospital Stay

- A. Discuss what will happen regarding BF support in delivery room under normal conditions, cesarean section or preterm delivery w/NICU admission.
- B. Prepare women for a birth experience conducive to BF (e.g., woman has adequate support, recommend infant see provider within 48 hrs of discharge, inform women to advocate for BF friendly hospital care, discuss the potential impact of pain medications or interventions on BF)
- C. Review physiology of BF initiation & risks of formula supplementation
- D. Encourage women to feed only breast milk, avoid formula/glucose water unless medically indicated
- E. Encourage rooming-in & BF on demand
- F. Counsel women to follow infant's hunger & satiety cues & ensure that infant BF 8-12 times per 24 hrs
- G. Discourage bottles or pacifiers until BF is well established
- H. Work w/ affiliated hospitals to ensure policies & practices promote BF

Resources

Local Referral Information for Patients

- Monroe County WIC Breastfeeding Helpline and Peer Counselor Support: (585) 753-5640
- NYS WIC Breastfeeding Resource website: <http://www.breastfeedingpartners.org>
- Monroe County WIC Nutritionists and Peer Counselor Program (753-5640).
- La Leche League Rochester: <http://www.llusa.org/web/RochesterNY.html>
- National Breastfeeding Helpline (800)-994-9662.
- Highland Hospital Lactation Consultants (585) 341-6808, (585) 341-0519.
- SMH Lactation Consultants (585) 275-9575
- Unity Hospital Breastfeeding Helpline: (585) 368-4033
- Rochester General Hospital Lactation Support (585) 922-LINK (5465)

Additional Resources and Educational Materials for Providers

- Finger Lakes Regional Perinatal Forum: <http://www.urmc.rochester.edu/flrpp/forum>
- Academy of Breastfeeding Medicine: <http://www.bfmed.org>
- Breastfeeding information and troubleshooting from the American Academy of Pediatrics: <http://www.healthychildren.org/English/ages-stages/baby/breastfeeding/Pages/default.aspx>
- URMC *Provider* Breastfeeding Helpline: (585) 275-0088
- National Drugs & Lactation Database: <http://toxnet.nlm.nih.gov/cgi-bin/sis/htmlgen?LACT>
- DHHS Breastfeeding: <http://www.womenshealth.gov/breastfeeding>
- US Breastfeeding Committee: <http://www.usbreastfeeding.org>

Where to get print materials for the OB office

- *Your Guide to Breastfeeding* magazine: FREE @ 1-800-994-9662, or order online at <http://www.womenshealth.gov/publications/our-publications/breastfeeding-guide>
- Speak Up™ posters and pamphlets from the Joint Commission: http://www.jointcommission.org/speakup_breastfeeding
- *Breastfeeding Mothers' Bill of Rights* handout: <http://www.health.ny.gov/publications/2028.pdf>