



Breastfeeding

Your Guide to a Healthy Start

Suitable for
Baby-Friendly
Hospitals

Improve breastfeeding outcomes.

This revised, multi-format curriculum allows you to provide important, targeted information to new mothers.

Following International Lactation Consultant Association (ILCA) recommendations and American Academy of Pediatrics (AAP) guidelines, InJoy's evidence-based *Understanding Breastfeeding* curriculum helps improve a mother's chances for exclusive breastfeeding for a longer period of time.

This product can be used in breastfeeding classes, childbirth classes, in the antepartum unit, and at home. Through step-by-step instructions and 3D animation, you can teach new moms how to achieve a deep, effective latch, which breastfeeding holds and positions are best in different situations, and how to maintain healthy milk production.

Who should use this product?

- Hospitals
- Obstetrician and midwife offices
- Pregnancy centers
- Visiting nurse programs
- Doula programs specializing in breastfeeding
- Lactation consultants

Available Formats (See page 3 for more information on available formats)

(See p. 4 for best practices for each format)

- Book + Web App*
- Web App Only*
- Book Only*
- Video on DVD or USB
- PowerPoint Presentation*
- eClass*

*Formats are customizable! Ask us for details.

- Available in Spanish
- Available in a variety of formats (see p. 3)



Contents

- 1 Introduction
- 2 Goals & Objectives
- 2 Curriculum Overview
- 3 Product Formats
- 4 Best Practices
- 6 Demonstration and Discussion Ideas
- 6 Tips for Teaching Breastfeeding



7107 La Vista Place, Longmont, CO 80503
Phone 800.326.2082 • Fax 303.449.8788
InJoyHealthEducation.com

Goals and Objectives

This curriculum is designed to assist new and expecting mothers:

- Understand essential information on the benefits of breastfeeding for you and your baby.
- Learn about best practices for effective breastfeeding latch and positioning.
- Be prepared for successful breastfeeding after returning to work.
- Understand common challenges and warning signs so you know when to call for help.
- Gain practical skills and problem-solving information for breastfeeding situations.
- Find professional and community breastfeeding resources.
- Understand how to know if your baby is well fed, and how to express milk.

Curriculum Overview

Chapters	Video Clips (included in Web App, PowerPoint, eClass, and on DVD or USB)	*Resources/Parent Handouts
How Breastfeeding Works	<ul style="list-style-type: none"> • Importance of Breastfeeding • Milk Production 	<ul style="list-style-type: none"> • Special Breastfeeding Situations
How to Breastfeed	<ul style="list-style-type: none"> • Getting the Best Start • Skin-to-Skin Contact • Breastfeeding Positions • Latching On • Latch Animation • A Typical Feeding 	<ul style="list-style-type: none"> • Birth and Breastfeeding
When to Feed Your Baby	<ul style="list-style-type: none"> • Feeding Frequency • Feeding Cues • Feeding Patterns 	<ul style="list-style-type: none"> • SIDS and Sleep Safety
Getting Enough Milk	<ul style="list-style-type: none"> • Signs of Getting Enough Milk 	<ul style="list-style-type: none"> • Breastfeeding & Diaper Log
Breast Care	<ul style="list-style-type: none"> • Nipple Care • Breast Fullness • Engorgement & Mastitis 	<ul style="list-style-type: none"> • Expressing Milk by Hand • Warning Signs for Mom & Baby
Breastfeeding Lifestyle	<ul style="list-style-type: none"> • Caring for Yourself • Partner Support • Returning to Work 	<ul style="list-style-type: none"> • New Parent Sanity Tips • Nutrition for Breastfeeding Mothers • Choosing Childcare • Pumping and Breastfeeding • Pumping and Storing Your Milk
Bonus	<ul style="list-style-type: none"> • How to Hand Express • Storing Breastmilk • Burping (In App and eClass) 	

**Varies by format.*

Available Product Formats:

Customize your curriculum! Call 800.326.2082 for details.



Book + Web App

Why choose a book with web app? To ensure that mothers can quickly access comprehensive, trusted information in a variety of formats as they navigate pregnancy and throughout their breastfeeding journey. Parents can follow along using the book in class or at a prenatal visit. Later at home, they can reference the book or web app as needed.

Also, parents will have access to a video library, tools, and PDFs through the web app.



Web App Only

Why choose a standalone web app? To provide paperless, mobile education right on a mother's own personal device. Parents will also have access to a video library, tools, and PDFs through the web app.



Book Only

Why choose a book? The book is a convenient and comprehensive guide that can be used with an educator in the classroom, one-on-one, and at home as a handy reference.



PowerPoint Presentation

Why choose a PowerPoint? To be used in an educator-led classroom or private session. Colorful slides, fun facts, embedded video clips, and educator notes make this format easy to use while keeping learners engaged. Share parent handouts via email or provide printed copies.

For specific instructions, please see the InJoy PowerPoint User Guide.



Video Program on DVD & USB

Why choose a DVD or USB? To present video clips for a class or one-on-one teaching. Share the included parent handouts via email or provide printed copies.

eClass



Why choose an eClass? Breastfeeding is an active ongoing process that starts before the birth and continues through the first year of life. Offering the eClass is the perfect solution, as the tool allows for Mom and partner to both be involved in the breastfeeding journey. It's also a great option for hospitals who don't offer regular breastfeeding classes or for parents who have difficulty getting to the breastfeeding classes you offer. Parents learn at their own pace, connecting with your organization (and learning about your services), even if they can't come to an on-site class.

This format helps parents retain information using videos, animations, quizzes, and extended activities.

Best Practices

The following pages share some best practices and tips for the specific format your organization has purchased. Prior to using with parents, familiarize yourself with the format you're using, know the content, review the parent resources and PDFs, and watch the video clips. This better prepares you to answer questions. Also, consider scheduling an in-service where staff can come together to familiarize themselves with the content and discuss. For more Teaching Tips, see Discussion & Demonstration Ideas, starting on p. 6.

Book + Web App

- Give parents a copy of the book and go over the content by chapters.
- Suggest certain pages or chapters for them to review.
- Each book includes a code to access a customizable companion web app with educational video clips featuring parents of multiples, PDFs, interactive tools, and links to support resources.
- Point out that the directions to access the web app are at the front of the book.
- If possible, help the parents access the web app on their own mobile device right then. This increases the likelihood that they will use this important resource.
- Show them how they can select from one of four charities to have InJoy make a donation.
- Let them know that each chapter has a poll for parents to provide feedback. This is a chance for them to share their experience and see what other parents are doing.
- Suggest specific video clips for them to watch. It can be helpful to point out the Video and Image Library in "Resources," so they can quickly access any video.
- Demonstrate how to access and use the tools available in the Web App.

Web App Only

- Give parents the printed card with instructions on how to access the web app.
- Explain how the web app works and point out that the directions to access the web app are on the back panel of the card.
- If possible, help the parents access the web app on their own mobile device right then. This increases the likelihood that they will use this important resource.
- Each chapter has a poll for parents to provide feedback. This allows them to share their experience and see what other parents are doing.
- Suggest specific sections for them to review and video clips to watch. It can be helpful to point out the Video and Image Library in "Resources," so they can quickly access any video.
- Demonstrate how to access and use the tools available in the Web App.

Book Only

- Give parents a copy of the book and go over the content by chapters.
- Suggest certain pages or chapters for them to review.
- Review the materials included in the Resources section of the book.

PowerPoint

- Rehearse your presentation ahead of time on the same equipment you'll use for your class.
- Use the Educator Notes as prompts and avoid reading off the slides verbatim.
- Keep the class lively and motivated by adding movement, reflection prompts, discussion questions (see pp. 6-9), games, and hands-on activities.
- Use the quiz (see Parent Handout) to reinforce the learning and assess knowledge acquisition.

DVD & USB

- Review the clips ahead of time on your own.
- Choose to play by clip or by chapter. Avoid playing more than this at one time without pausing.
- Between clips or chapters, discuss what the parents have watched and answer questions. We've included some prompting discussion questions in this guide (see pp. 6-9).
- Use the quiz (see Parent Handout) to reinforce the learning and assess knowledge acquisition.

eClass

- "Flip your classroom" by offering the online class as a prerequisite to an in-person session at your facility.
- Use the Ask an Educator feature so that you can have a discussion with parents and answer any questions they may have. (Ask your area sales manager for details)
- Promote your facility's unique services and information with branding and customizable pages. (Ask your area sales manager for details)
- Customize the content to reflect your organization's guidelines. (Ask your area sales manager for details)

Discussion & Demonstration Ideas

The following pages share some best practices and tips. Prior to using with parents, familiarize yourself with the format you're using, know the content, review the parent resources and PDFs, and watch the video clips. This better prepares you to answer questions.

Before you begin your breastfeeding class, ask parents what expectations they have about breastfeeding. What do they know about how breastfeeding works? What concerns do they have?

Chapter 1: How Breastfeeding Works

1. Go over some of the health benefits of breastfeeding.

Baby: Fewer ear infections and respiratory illnesses, less diarrhea, reduced risk of obesity, and a lower risk of sudden infant death syndrome.

Moms: More protection against developing heart disease, diabetes, and thyroid, ovarian, and breast cancer.

2. Discuss the AAP recommendation on exclusive breastfeeding.

Explain to parents that the American Academy of Pediatrics recommends that for the first 6 months, parents feed their baby only breastmilk and nothing else; no formula, water, juice, or solid foods, including rice cereal. Let them know that it's also recommended that they continue breastfeeding for at least 12 months, even after starting solids, and for as long as Mom and baby would like after that.

3. Talk about the ways breastmilk changes to meet a baby's needs.

Share these examples with parents:

- If their baby is exposed to a virus, antibodies in the milk help protect the baby
- If their baby is born prematurely, the early milk supports his young digestive system
- If Mom delivers twins, she can make enough milk to feed both babies

Chapter 2: How to Breastfeed

1. Talk about some ways parents can set themselves and their newborn up for breastfeeding success.

At the hospital, parents should feel comfortable requesting the following to get off to the best start:

- Immediate skin-to-skin contact
- Rooming-in
- No pacifiers
- No formula
- Work with a lactation consultant

2. Explain to parents why skin-to-skin contact is important for breastfeeding.

Share that immediate skin-to-skin contact is beneficial because it triggers breastfeeding hormones, it helps babies latch on better and breastfeed for a longer duration, babies tend to cry less and sleep better, and it helps with brain and emotional development.

3. Discuss why rooming-in is important.

Let parents know that the AAP recommends room-sharing with their baby for at least the first 6 months and ideally for the first year. Rooming-in can reduce the risk of SIDS, and parents will be able to recognize their baby's hunger signs quicker and learn how to better respond to the baby's needs.

4. Discuss the differences between a deep/effective latch and a shallow/ineffective latch. (You may use the Latch Animation Clip if it is part of your package.)

Deep latch: Your baby's mouth is open wide, her lips are flared outward, and her chin is pressed into the breast. You should be able to see more areola, the dark skin around your nipple, above her mouth than below. Your baby's ear and jaw should move when she sucks. You'll feel a strong tug that's not painful. And you may be able to see and hear her swallowing.

Shallow latch: Only the nipple or a small amount of the breast is in the baby's mouth, you may hear clicking or smacking sounds, and you may feel nipple pain after your baby latches on.

5. Discuss why it's important to get help if the baby isn't latching well.

A shallow latch can result in nipple damage, which could cause your baby to get less milk. If you have problems breastfeeding, talk to your nurse or a lactation consultant. They can help find the cause and a solution.

Activity

Demonstrate the different breastfeeding positions/holds using practice babies.

Parents can practice Laid-back, Cross-cradle, Football, and Side-lying positions.

Images of these can be found in the bonus Image Library on the DVD.

Activity

Present each scenario and discuss which hold would be best for mom and baby.

Scenario 1) New moms and babies: Laid-back position and Cross-cradle position

Scenario 2) If mom has large breasts or had a cesarean birth: Football position

Scenario 3) Mom needs to rest and breastfeed: Side-lying (emphasize the risk of falling asleep while feeding and how to do it safely—no pillows, blankets, etc. in the bed; and if you are tired and could fall asleep, don't breastfeed on a sofa or armchair)

Chapter 3: When to Feed Your Baby

1. Discuss why newborns eat often.

Explain that newborns eat often because their stomachs are very small and can only hold very small amounts of milk at each feeding.

Activity

Do an in-class demonstration of how much a newborn can take in at each feeding using different sized fruit for them to get a better understanding.

2. Talk about feeding cues and why it's important to watch the baby, not the clock, to know when it's time to feed.

Early feeding cues: Fidgeting arms and legs, sucking motion, hand to mouth, rooting

Late sign: Crying (emphasize that it's hard to latch on a crying baby and to watch for the earlier signs)

Images of these can be found in the bonus Image Library or in the PowerPoint depending on format

Chapter 4: Getting Enough Milk

Before you discuss this chapter, ask parents what they've heard about not making enough milk. Talk about some of the myths (e.g., many moms can't produce enough milk, breast size correlates with milk production, a baby who breastfeeds often is not getting enough to eat).

1. Discuss the myth that if you feed your baby too much you may run out of milk.

Let parents know that this isn't true! Days of feeding more often is a normal part of building a healthy milk supply. If baby is latched on well, and is sucking and swallowing, he's helping Mom's body keep up with his growing needs.

2. Talk about the benefits of tracking feedings and diapers.

It's helpful to keep a feeding and diaper log to know if your baby is getting enough milk. This tracks how often he breastfeeds and how many stools and wet diapers he has. It's common for breastfed babies to have a bowel movement after each feeding.

Activity

Demonstrate how to use the Baby's Daily Feeding Log parent handout or tool. Discuss some of the apps that are available for smartphones and tablets.

Chapter 5: Breast Care

Before you discuss this chapter, ask moms how they think breastfeeding may affect their breasts.

1. Talk about some ways that moms can relieve breast fullness.

- Tell Mom to feed her baby often, and offer both breasts at each feeding.
- Let Mom know that she can gently massage and compress her breasts to help move the milk into the baby's mouth.
- Explain that if Mom's breasts are still uncomfortably full after the feeding, she may need to pump or hand express to relieve the pressure. Expressing can also soften breasts that are too full for the baby to latch onto.

Demonstrate: How to hand express. Can use the bonus clip if included in your package, otherwise steps are addressed in the book and PowerPoint as prompts for Mom.

2. Discuss some of the reasons moms should contact a lactation consultant.

She can work with a lactation consultant to get help with nipple or breast discomfort, latch and positioning problems, questions about milk production, or feeling concerned about her baby's ability to breastfeed.

3. Go over mastitis symptoms and when Mom should call her healthcare provider.

Share that symptoms include:

- A warm, painful breast with an area of swelling or redness
- A fever or other flu-like symptoms such as chills and body aches

Let mom know that it's important to keep breastfeeding even if she has mastitis.

Chapter 6: Breastfeeding Lifestyle

1. Discuss ways that partners can be supportive. How can they be involved?

Share these suggestions with partners:

- Reassure Mom that she can do it, especially during the early weeks
- Bring her water and snacks
- Suggest professional help from a lactation consultant when needed
- Connect with the baby by holding them skin-to-skin, massaging them, and helping with all of the other parts of having a newborn

2. Talk about where parents can find breastfeeding help.

Let parents know where they can find breastfeeding hotlines and support services in your community. Invite a few lactation consultants to speak with parents.

3. Share some tips on how to continue breastfeeding if Mom plans to return to work.

- Tell her she should talk with her employer about a good time and place to pump at work
- Explain how to store breastmilk, and which pump and supplies are best
- Share that it's helpful to find childcare that supports breastfeeding and has a solid understanding of how to properly handle breastmilk. Offer some suggestions for breastfeeding-friendly childcare centers (if you know of any) in your community

Other Understanding Curriculum

InJoy's *Understanding* curriculums allow you to share consistent, evidence-based information at every touchpoint and are available in a variety of formats for all the ways you teach.

Additional *Understanding* curriculums:



Understanding Pregnancy



Understanding Birth



Understanding Mother & Baby Care



Understanding Your Newborn



Understanding Your Multiples



Understanding The NICU & Your Baby



Understanding Grandparenting

For additional curriculum options, visit InJoyHealthEducation.com