

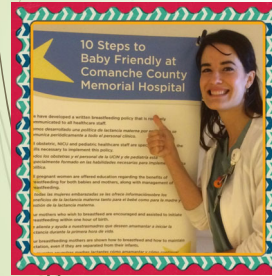


## Optimal Breastfeeding Care in the Hospital

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Clinical Assistant Professor, University of Oklahoma Health Sciences Center  
Director, Oklahoma Breastfeeding Resource Center

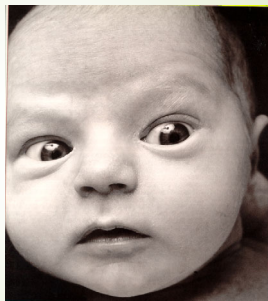
OKLAHOMA PERINATAL NURSES FORUM

## Baby-Friendly Hospital Initiative = Optimal Breastfeeding Care

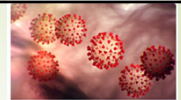


- Ten Steps to Successful Breastfeeding
  - How many can you name???
- Elimination of marketing of breastmilk substitutes in the hospital

Isn't every hospital "baby-friendly"?



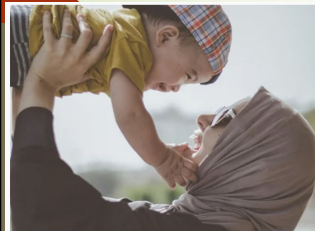
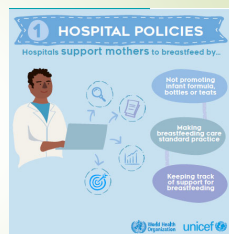
## Breastfeeding and COVID-19



- ALL major medical organizations recommend that mothers continue breastfeeding if they contract COVID.
- If a mother tests +, then she needs to wear a mask and practice good hand hygiene.
- At time of delivery, keep mom and baby together, skin-to-skin contact and early initiation.
- COVID vaccine is safe to receive while breastfeeding. Also safe to donate milk to a HMBANA milk bank.

## Step 1a

Comply fully with the International Code of Marketing of Breast-milk Substitutes and relevant World Health Assembly resolutions.

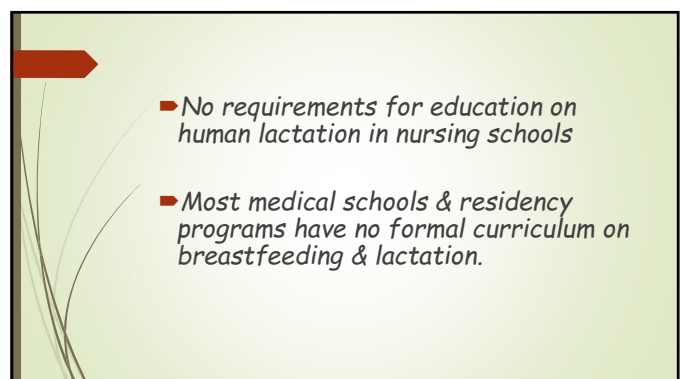
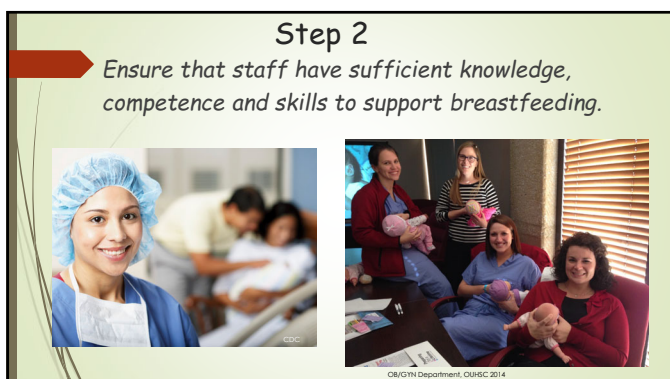
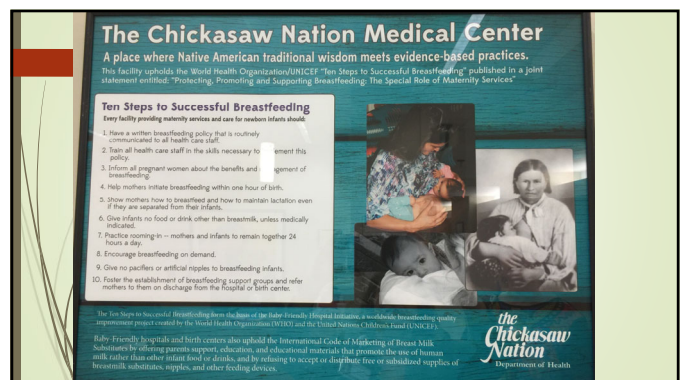
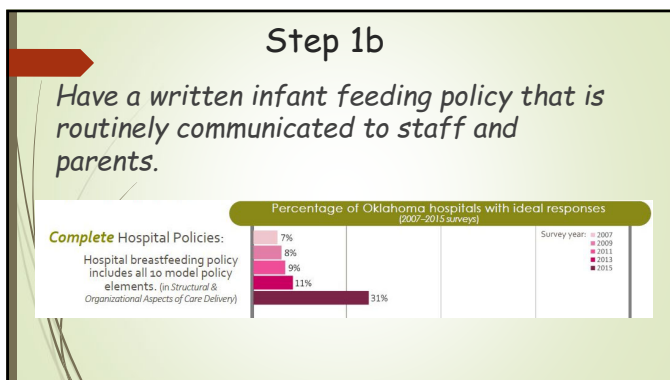
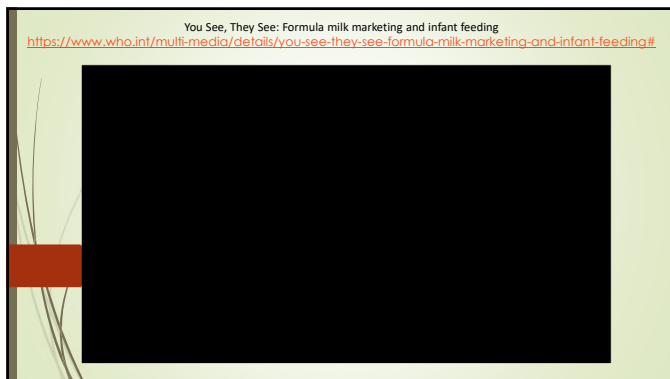


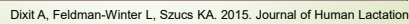
**More than half of parents and pregnant women exposed to aggressive formula milk marketing – WHO, UNICEF**

New report details exploitative practices employed by \$55 billion formula industry, compromising child nutrition, violating international commitments

22 February 2022 | News release | Geneva | Reading time: 4 min (1055 words)

It uncovers systematic and unethical marketing strategies used by the formula milk industry – now worth a staggering US\$ 55 billion – to influence parents' infant feeding decisions.





Q



### Keep Your Baby With You After Birth



### Oxytocin-Stress Connection

- Oxytocin has anti-stress-like effects
  - ↓ blood pressure & cortisol levels
  - ↑ pain thresholds
  - Stimulates various types of positive social interaction
  - Promotes growth and healing
- 2005 Uvnas-Moberg & Peterson

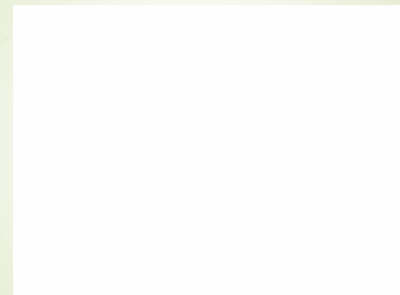


### Step 5

*Support mothers to initiate and maintain breastfeeding and manage common difficulties.*



### Teach Me How to Breastfeed



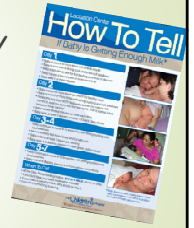
### Most effective = 1:1 teaching

- 1:1 teaching, hands-on
- Videos
- Written information
- Prenatal Education!



### Postpartum Teaching

- "How do I know if my baby is getting enough milk?"
- S/S adequate intake:
  - Audible swallowing
  - Stool changes!!



### Perceived Insufficient Milk



"I didn't have enough milk"

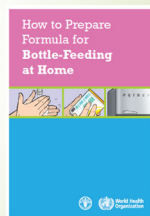
*is the #1 reason worldwide that mothers wean prematurely*

### How to Tell if Your Breastfed Baby Has a Good Latch



### Step 5 - What about formula feeding moms?

Mothers who feed formula should receive written instruction, not specific to a particular brand, and verbal information about safe preparation, handling, storage, and feeding of infant formula.



### Step 6

*Do not provide breastfed newborns any food or fluids other than breast-milk, unless medically indicated.*



### Medical Recommendation for Breastfeeding Duration

- Exclusive breastfeeding (EBF) for 6 months
- Continued breastfeeding to age of 1-2 years.
- Adding age-appropriate complementary foods

American Academy of Pediatrics:  
"continuation of breastfeeding for 2 years or longer as mutually desired by mother and infant"



### "How did you get the formula for your baby the first time your baby was given formula in the hospital?"

28.1% - I asked for the formula

23.2% - Formula was in my room without me asking for it

28.0% - Staff brought me formula without me asking for it

20.8% - Staff fed my baby formula without me asking for it



CDC

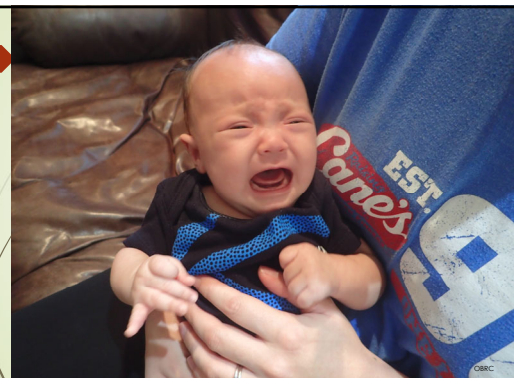
Texas WIC Infant Feeding Practices Survey 2013

### Step 7

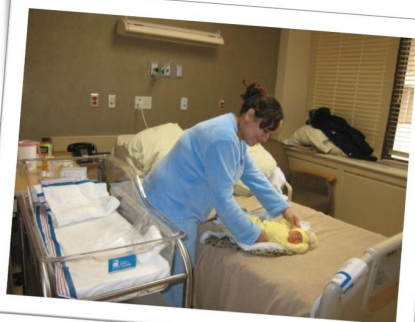
Enable mothers and their infants to remain together and to practice rooming-in 24 hours a day.



Marshall, OU Medical Center



CDC



### Step 8

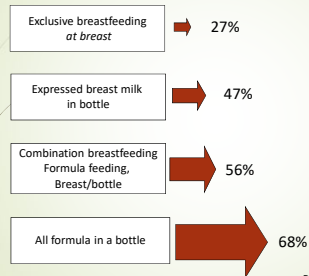
Support mothers to recognize and respond to their infants' cues for feeding.



Feed on cue of baby - any sign of hunger cues  
No time limits on breast  
Avoid "scheduled" feeds - baby sets the schedule  
Keep sleepy babies skin to skin



## Breastfeeding Leads to Self-Regulation



How often does your infant empty the bottle/cup after 7 months of age?

Pediatrics. 2010 Jun;125(6):e1386-93. 2010.

## Step 9

Counsel mothers on the use and risks of feeding bottles, artificial nipples (teats) and pacifiers.



## Step 10

Coordinate discharge so that parents and their infants have timely access to ongoing support and care.



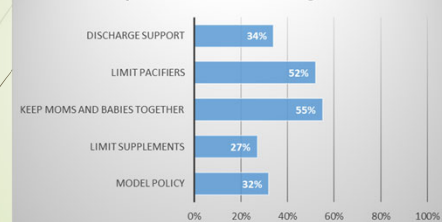
## Resources in the community

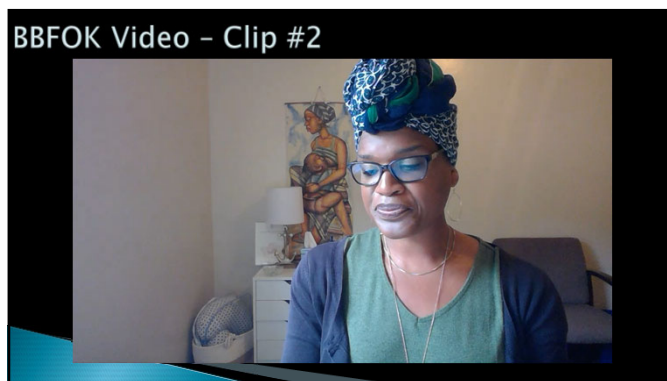
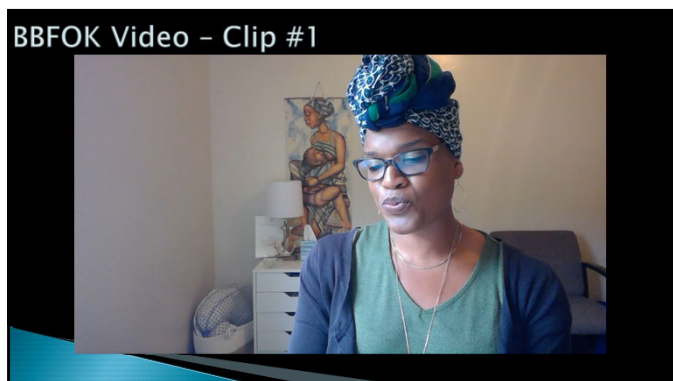
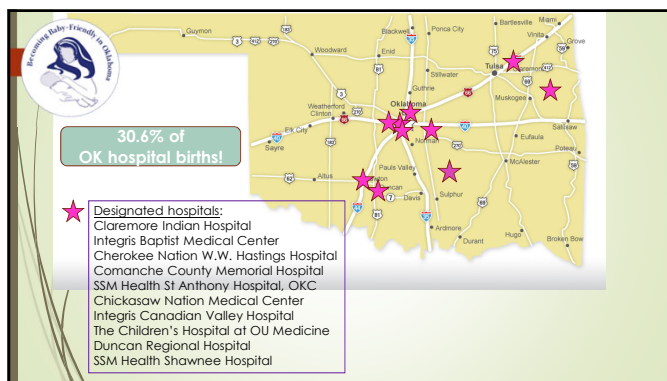
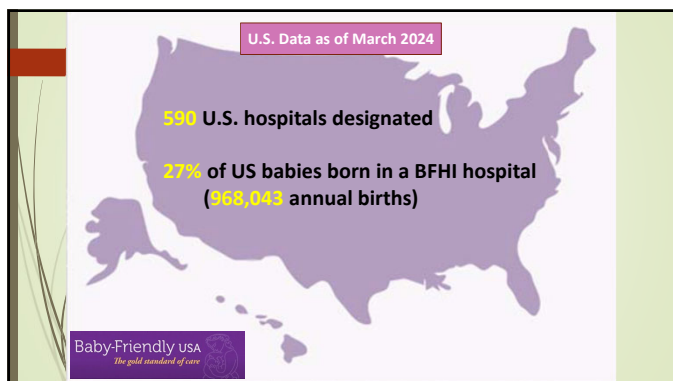


- Oklahoma Breastfeeding Hotline
  - 877-271-MILK
  - Text OK2BF to 61222
- IBCLCs in your community
  - [LC Resource Guide](#)
- Children First nurses
- La Leche League
- WIC Breastfeeding Peer Counselors
- Mother support groups, Integris Milk Bars

CDC: "Practices in many US hospitals do not fully support breastfeeding"

### US Hospitals Lowest Scoring Elements







## Review

- Name 1 of the 10 steps that you think moms would really like.
- Name 1 of the 10 steps that you think is hard to change.



*Mothers want to breastfeed and they  
need all of us to help*

