



What moms would like you to know

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What do we know as healthcare professionals

- Baby should go to breast in the first 50 minutes after birth (unmedicated)
- Mom and baby shouldn't be separated
- First 24hrs. Baby may be sleepy
- Breast massage and hand expression
- Supply and demand
- 8 or more in 24hr. Period
- Answer to every question: baby to breast, baby to breast, baby to breast



What do new/old moms know?

- ▶ Do they have any knowledge of breastfeeding?
 - ▶ How much do they know?
 - ▶ Where do they get their information
 - ▶ How much do they truly understand the commitment
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The early hours/ days

- ▶ Long labor and delivery
 - ▶ Tired
 - ▶ Significant other has been up all night laboring with mom
 - ▶ Babies eat every 90minutes to 3hrs.
 - ▶ 8 or more in 24
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Education

- Prenatal
 - Antenatal
 - Labor and delivery
 - Post partum
 - Post discharge
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Culture

- Woman from India
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How do we (medical providers, hospitals, government) support moms

- ▶ Woman from the U.S.
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Surveyed 100 moms





Who educated you on breastfeeding before the baby was born?

- ▶ Family/ friends 81%
- ▶ Breastfeeding class 46%
- ▶ Obstetrician/ Ob office 25%



Prenatally did you know about:

- ▶ Safe skin to skin 85%
- ▶ Rooming in/ importance of night time feedings 70%
- ▶ Exclusive breastfeeding 87%



Did your baby get formula during the hospital stay?

- ▶ Yes, because of medical indication 27%
- ▶ Yes, because of my request 4%
- ▶ No 68%



Did baby go to the nursery?

- ▶ Yes, because of medical indication 13%
- ▶ Yes, because of my request 34%
- ▶ No 52%



If you could tell your nurse what you really needed during your hospital stay, what would you say?

- ▶ “ more patience with new moms”
- ▶ “they urged me to used a nipple shield on my first attempt at feeding my daughter. I was like oh no! I'm already failing....but then slowly figured that I didn't need one. “
- ▶ “When we were in the hospital I didn't know what I didn't know so I thought the nurses were pretty good about helping and educating. looking back I do wish the nurses had talked a little more about what to expect when we brought the baby home. The thing I he the hardest time with was breastfeeding. When I was in the hospital we were doing great but I was thrown for a loop when my milk came in. The baby couldn't latch, I was engorged and uncomfortable, and my nipples were cracked and bleeding”

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- “Someone to be there to help latch for the first several times. Also wanted to meet with lac consultant automatically as part of routine care.”
 - “ more breastfeeding observations, helpful hints surviving at home”
 - “Writing down the feeding pattern”
 - “consistent support with breastfeeding the during my entire stay at the hospital to ensure the correct latch, etc.”
 - “More time with my lactation consultants”

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- ▶ “I needed guidance and reassurance. I wish I had her stay in the room with me. I was scared of me falling asleep and something bad happening to her. I needed patience and a nurse to help me figure out how to breastfeed by working with us instead of latching the baby for me and then I felt helpless and confused when I tried on my own.”
 - ▶ “Accurate information on exclusive pumping with a non latching baby. My prenatal education was all about normal, and then when my son couldn't latch, I was told to emphasize skin to skin and my milk would come in and everything would be fine. The critical window for me of milk supply optimization was missed bc I got mixed messages in the hospital about how much to pump , whether to pump or skip if my baby latched momentarily, when and if to hand express etc. I had extremely low milk supply and did not initiate effective pumping pattern until roughly pp day 20, too late for my supply to recover fully. “

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- “More support in proper latch, staying while nursing in beginning to see through a feed to provide guidance throughout.”
 - I needed someone who was patient in showing me how breastfeeding worked and who really knew not only what they were doing but how to TEACH me how to do it. (I got a lot of showing, where they'd latch the baby for me but not really show me how to do it myself.) The one on ones with the Lactation Consultants (and the breastfeeding group) were great for this, but I really needed it sooner - we had a very hard time in the first few weeks, as my baby was very slow to regain birth weight (and eager to nurse).

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- “Repetitive teaching and not to push formula”
 - “ They needed more training. I found they were telling me different information than the LC. I think they were trying to help but it made it more stressful.”
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- ***“To be supportive no matter what decision was made.”***



What might help?

- Prenatal education
 - Prenatal appointment with IBCLC
 - In the hospital
 - “Grandma” relative or professional
 - More LCs
 - Follow up phone calls
 - Appt. with LC 2-4 days post delivery
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What we've done....

- More LCs
 - 7 days a week
 - 6 days: 6am-11pm coverage
 - Feeding plan; paper, white board, apps.
 - Follow up phone calls: Maine study
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- ▶ Every mom has one latch assessment done by an IBCLC
 - ▶ Every mom is “seen” everyday
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Last but not least.....

- Support mom where ever mom is.....
 - She educated
 - She's supported
 - She's validated
 - She's the mom
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