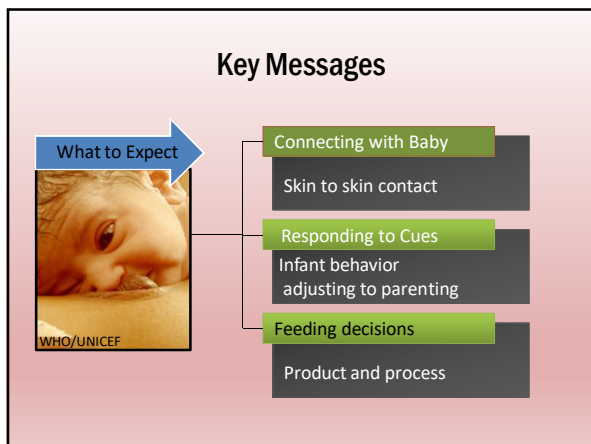


Communication styles. **Guiding not directing.**

- Guiding – when the conversation is shared between the two parties. And then providing information and alternatives to support informed decision-making. It enables relevant information to be shared and has been used effectively to support behavior change.
- Directing – when the conversation is led or 'monopolized' by the person telling or prescribing information. There is very little exchange health professionals as a means of getting information across when pushed for time.

Rollnick. S. Miller. WR. & Butler. CC, Motivational interviewing in health care: Helping patients change behavior. The GU\dfOfd Press, New York. 2008.


Mothers intention to bf is the "single most important factor in deciding whether she will start breastfeeding and how long she will continue ... Intention.. influenced by her attitude and confidence in herself and the social support she receives." (Riordan)



Baby Friendly Initiative Practice Outcome Indicators
 Breastfeeding Committee for Canada
 Guidelines for WHO/UNICEF Baby-Friendly Initiative (BFI) in Canada

Pregnant Women 32 weeks+ need to know:
 Value of BF
 Importance of skin-to-skin
 Early Often and Effective
 Hand expression of breastmilk
 The signs of successful breastfeeding

History and Physical Exam



Current pregnancy
 medications, thyroid, PCOS, Diabetes, Depression/anxiety


Past breastfeeding history
 How long? Any challenges? Any questions or concerns?

Physical exam
 Shape, symmetry, scars or inverted nipples

Prenatal Preparation


self-exam regularly	1	comfort confidence
hand expression	2	technique
Skin-to-skin	3	power committment
peer groups	4	support

Potential Risk



- Prematurity
- C-Section/instrumental
- Separation

Potential Risk




- Medical risk factors
- C-Section/instrumental
- Separation

Parenting behaviours
Feeding behaviours

Maternal adaptation

Coping skills
Milk production
Rest



Kathy Venter



**Skin-Skin:
The Vital Interface**

Breastfeeding is established through “a set of mutual, complex sensory stimulations in mother and child.”
(Kjellmer & Winberg 1994)

Kathy Venter




The Milk Equation

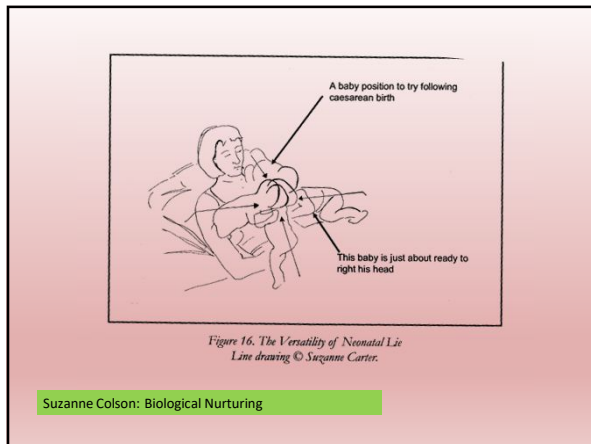
E + O + E = X

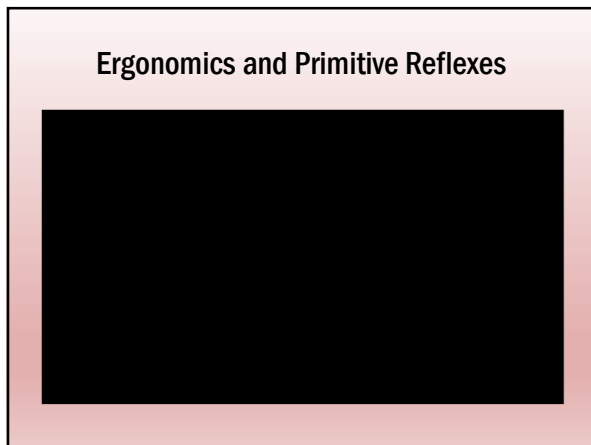
Early = Often + Effective = Exclusive (enough milk)

Ergonomics & Primitive Reflexes

Tummy time every diaper change for a few moments builds core strength









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