Empowering Women to Choose Breastfeeding

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Breastfeeding…
the gift that lasts a lifetime.

While breastfeeding may not seem the right choice for every parent, it is the best choice for every baby.
~Amy Spangler

Exam the negative feelings behind a woman's decision to choose artificial infant milk rather than breast milk
Provide information that will impact their decision to choose breastfeeding

Communicate with women regarding their ability to breastfeed

What factors influence a woman’s decision to breastfeed?
Societal Factors
External Factors
Physical Factors
Marketing
Perception
Lack of Support

How do you motivate?

What can you say to impact their decision to breastfeed?

Education is Essential!
How to Present the Education

Effective Communication

Asking Questions

Never ask a question you already know the answer to. That can create mistrust.
The notion of harmony is giving everyone enough space to be who they are. That’s what listening does....

Jack Ricchiuto

If I look confused, it’s because I’m thinking.
- Samuel Goldwyn

ATTENDING BEHAVIOR
1. Eye contact
2. Body placement
3. Gestures
4. Legs and feet
5. Facial expression/voice tone
GOOD ATTENDING BEHAVIOR

1. Indicates interest in the other person
2. Models the behavior you wish others to display
3. Conveys understanding and therefore builds rapport

Those behaviors that say, "I'm paying attention to you."

READING BODY LANGUAGE

(NONVERBAL BEHAVIOR)

1. Accurate Feedback
2. Insight into effects of confrontation
3. Basis for starting a conversation
4. Basis for confrontation of discrepancy

Identifying Feelings

Builds rapport.

Puts her in touch with what she's experiencing.

Frees her to be receptive to suggestions or information.

Empowers her by giving a new basis for making decisions.

"YOU FEEL..............................."
Open-Ended requests elicit more information

Tell me more about ……
Describe ……
What do you think the problem is?
How do you think this came about?
Do you have any hunches?

How Important is Attitude?

Initial Questionnaire or referral sheet

Ask interest level 1-10
Rate your interest below for breastfeeding (check the box)

___ No Interest
___ I've thought about Breastfeeding but I'm not sure
___ I want to breastfeed but I have questions
___ Yes, I definitely want to breastfeed

Assessment following a breastfeeding class or one on one educational opportunity.

On a scale of 1-10
(10 being very interested, 5 some interest, 1 no interest)

Before this class how did you rate your interest in breastfeeding?_____

After this class how do you rate your interest in breastfeeding?_____

Ask them to set a goal

If you ask how long do you want to breastfeed you will get the following answers
*Until the baby stops
*As long as necessary
*As long as I can
*Until the baby gets teeth
*Recommended time

What is your goal regarding breastfeeding?
(circle your goal)
6 weeks  3 months  6 months  9 months
12 months  18 months  24 months

Tell us any concerns you have regarding breastfeeding
Realistic Expectations

Getting them off to a good start.

Support – is it really important?

Forms of Support
Office/Clinic visits
Support Groups
Phone
Text
Email
Facebook
References


