Media Encouragement

Facebook

Feelings of Nursing
What I have Heard

- Quotes from a Local Physician:
  - “You know I am not a breast feeder. I used formula and my kids are fine.”
  - “A lot of my patients that have postpartum depression are having problems with breastfeeding so I tell them to stop and just formula feed them.”

Reply

- "I am happy that your sons are doing well. Did you know that if you have patients having difficulties I would be more than willing to assist them?"
- "I will give you my cards - feel free to give them out."
- "Every Wednesday we are holding free meetings to assist new mothers. We have brochures for the support group and our new Postpartum depression group.”

Our Doctors should deliver Health and nothing else.
What about NICU Babies

NICU Support = Breastfeeding Success

Breastfeeding Initiation
St. John’s Hospital, Springfield IL
History of Families

Research suggests that many factors including
- personal
- cultural
- psychosocial
- healthcare-related
- biomedical
- policy attributes
  can influence choices about breastfeeding.

Our Shared History

How to Get to Here?
Everyone Needs to be Included

What do the Mothers Say?
- Megan: “My mom and aunts told me that ‘I COULD DO IT’ even before I had my baby. Also, no one ever told me to leave the room or cover up when nursing, so I never missed out. Most of all my husband was super supportive, helpful and proud that our baby is breastfed 20 months and still going!”

Finding the Words that Work
- Addressing the Participant's Strengths
  - Needs
  - Capabilities
- Role Models for Communication Skills
- Strong Mentoring Program
What do your clients say?

- Prenatal Class or Interventions at Doctor offices
  - I speak to Medical students and Residents
  - I take them on Rounds
  - They learn how to talk to new mothers and expectant mothers in the office

Father’s Support is Critical

What are Dads worried about?
A Grandmother’s Report

“Back in the day when I delivered my children, I tried desperately to breastfeed… the milk came in, but it didn’t release. I was too embarrassed to seek help, and my doctor was NO HELP! For 36 years I have regretted that I didn’t seek or get help. I am so happy that there is help out there now for women who want to breastfeed… better for baby, helps you get your figure back, and much cheaper!!”

Janet Tolley 2013

Grandmothers

Janet Tolley 2013

Concerns voiced by new Mothers and Grandmothers

Janet Tolley 2013
Jessica, mother of three shares:

• “Seek out support. It is key! And that you are not alone in your struggles. It might be natural but that doesn’t mean it will “come naturally” in terms of figuring it out.”

Support Groups

Goal for us is THE BEST!
Breastfeeding can mean a World of Health to Mothers and Babies

Special Thanks to our Actors!
- Betsy Pope Goulet
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- Rachel Rambach
- Arlicia Williams
- Anthony Williams