

Guidance: MN WIC Breastfeeding Card Series

Cards. The first four cards listed below progress from pregnancy, to birth, to postpartum, as suggested by several local WIC staff who responded to a MN WIC survey on breastfeeding materials and needs for materials. The remainder of the cards address specific topics or groups, such as dads.

Accessing Resources. Many cards in this series list resources. When a card says “search for: Stanford maximizing milk production” it means type those words in the browser to search for the site, which may be easier than typing the full URL. We identified the least number of words to reach the site. You may need to explain that concept to participants.

When PDFs of the cards are available on the MN WIC website, we will have the links active, so someone can just click on the link.

Use a highlighter. We encourage you to highlight the portions of the card you discuss and that are most relevant to the participant.

Use PCS skills. Pick the most relevant card at each contact, based on responses to your open questions.

Remember to affirm often, all through the breastfeeding journey!

Remind women they can always come to WIC for breastfeeding support. This includes a weight check.

Select the card(s) appropriate for each participant. We recommend providing cards individually, as appropriate, not all together in a “packet.”

The Collective hospital survey asked “Please select the THREE topics that you most wish patients were BETTER prepared for when they enter the hospital to give birth.” Many of these topics are included in the cards. The top six responses are¹:

1. Limiting visitors (54%)
2. Basic breastfeeding knowledge (42%)
3. No formula unless medically necessary (40%)
4. Feeding on cue (38%)
5. No pacifiers or bottles (29%)
6. How to hand express milk (27%)

For each card, the following information is provided:

Card / When to use	Open questions	Tips on use	Other teaching aids
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¹ Preliminary responses as of mid- December2018. Results might differ in the final report that will include the additional hospital responses.

Card / When to use	Open questions	Tips on use	Other teaching aids
<p><i>Thinking About Breastfeeding?</i></p> <p>During pregnancy</p>	<p>What have you heard about breastfeeding?</p> <p>Additional open questions:</p> <ul style="list-style-type: none"> ▪ What have your friends and family said about breastfeeding? ▪ What are your plans after baby is born? <p>Remember to affirm often.</p>	<p>Focus on information related to stage of pregnancy, knowledge of breastfeeding and any questions or concerns she shares.</p> <p>Research shows that many women know breastfeeding is important, But they may not know how breastfeeding keeps them healthy. The top section of the card may be helpful for her to share with others.</p> <p>Confidence in ability to breastfeed is important. The <i>trust your body</i> section may help in reassuring her that she can breastfeed.</p> <p>If she comes to WIC planning to breastfeed, you could focus on Plan Ahead or go straight to the <i>Getting Started with Breastfeeding</i> card.</p>	<ul style="list-style-type: none"> ▪ Coffective App. ▪ Information to address questions. ▪ Infant cues (print and / or the video clips) <p>Prenatal Education Toolkit, Minnesota Breastfeeding Coalition: https://mnbreastfeedingcoalition.org/prenatal-toolkit-2/</p> <p>WIC Learn Together. Grow Together website: <i>Talk to Your Family about Breastfeeding</i> Talk to Your Family about Breastfeeding https://wicbreastfeeding.fns.usda.gov/talking-your-family-about-breastfeeding</p>

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<p>Getting Started With Breastfeeding</p> <p>Third trimester, or during the first 7 days of baby’s life, if certified then.</p>	<ul style="list-style-type: none"> ▪ What are your questions about breastfeeding? ▪ Who will support you in breastfeeding and / or who will be your breastfeeding encourager? ▪ What have you heard about knowing when your baby wants to eat? ▪ What has your health care provider shared on how to get a great start with breastfeeding? <p>If not first baby:</p> <ul style="list-style-type: none"> ▪ What was your last breastfeeding experience like? 	<p>Provide to mom with magnet and phone numbers. Encourage mom to put the card on the refrigerator to find easily when they come home and can quickly find the information for reassurance / to share with others.</p> <p>Use when mom has indicated she plans to breastfeed, or when she is “on the fence”.</p> <p>If she expresses a plan to breastfeed and formula feed, use an open question to learn more about the reasons and address any underlying issues or concerns. Encourage starting with breastfeeding to protect supply.</p> <p>Depending on when you will see mom again, you may also want to provide the <i>First Months of Breastfeeding</i> card, as that card includes two weeks to 3 months.</p>	<p>There is space to add local resources on the back of cards. Use a printed label or write them in. Consider:</p> <ul style="list-style-type: none"> ▪ WIC phone number. ▪ Drop in breastfeeding centers, classes, Baby Cafés or similar resources. ▪ Peer’s phone number. ▪ Hospital outpatient lactation support, if the hospital is ok with including their phone number. <p>You can also use one of the WIC magnets² and write in key numbers or use a label. Encourage mom to put it on her refrigerator now, so she will be able to find the number when she is busy with her new baby.</p> <p>Provide the <i>Baby Behavior</i> pamphlet and / or show the <i>Baby Behavior</i> video clips.</p> <p>The free We’re Prepared checklist from Coffective is a tool that can help in preparing women to receive evidence-based care in the hospital. https://coffective.com/wp-content/uploads/2018/06/Coffective-WPC-GEN-1117.pdf</p> <p>Belly balls.</p> <p>Poster <i>9 stages after birth</i>. Healthy Children Project. Catalog page 3.</p> <p><i>Diaper Diary</i> (laminated copy available on WIC materials order form.)</p>

² Magnets previously had *Loving Support Makes Breastfeeding Work* on them. Going forward, magnets will have the new USDA theme [WIC Breastfeeding Support. Learn together. Grow Together.](#) New magnets will also have blank space on the back for contact information.

Card / When to use	Open questions	Tips on use	Other teaching aids
			Global Health Media Videos for Mothers (English and several other languages.)

Card / When to use	Open questions	Tips on use	Other teaching aids
<p><i>First Months of Breastfeeding</i></p> <p>Early postpartum - addresses 2 weeks to 3 months</p>	<ul style="list-style-type: none"> ▪ How is breastfeeding going? ▪ What do you like best about breastfeeding? ▪ What are some of the things you like about breastfeeding? ▪ What are your goals for breastfeeding? <p>The first page has a list of topics, ask:</p> <ul style="list-style-type: none"> ▪ Are you interested in information about any of these topics? 	<p>Provide the card a bit before these times, as anticipatory guidance.</p> <p>Remind parents that the AAP recommendation is to wait to introduce solid foods until 6 months.</p>	<p>Cards on the related topics.</p>
<p><i>Breastfeeding an Older Baby</i></p> <p>Provide at or before baby is 3 months old</p>	<ul style="list-style-type: none"> ▪ How is breastfeeding going? ▪ What questions do you have? ▪ What do you like best about breastfeeding? ▪ How has breastfeeding changed now that (Baby's name /he / she) is a getting older? ▪ What goals do you have around breastfeeding? ▪ Some moms have concerns about nursing older babies. Could I share some of what they learned with you? 	<p>The discussion of breastfeeding or offering support for breastfeeding is sometimes overlooked for moms with older babies, but support remains important. Information on this card can help prevent moms from stopping due to the issues that are common concerns, and can be overcome.</p> <p>Important information to share to prevent cessation of breastfeeding even if mom does not bring up the concerns on her own.</p> <p>A question such as “What goals do you have around breastfeeding?” may lead moms to say something like “until he has teeth” and then you could discuss breastfeeding a baby with teeth.</p> <p>A goal of “until baby stops” could lead to a discussion of distracted babies / nursing strikes.</p>	<p>Cards on topics that arise during discussion, such as returning to work.</p> <p>Information on going back to work from the new USDA breastfeeding site. https://wicbreastfeeding.fns.usda.gov/going-back-to-work</p> <p>Information on weaning from La Leche League https://www.llli.org/breastfeeding-info/weaning-how-to/</p>

Card / When to use	Open questions	Tips on use	Other teaching aids
<p><i>Dads are Important</i></p> <p>Any time</p>	<p>If dad is there, ask him about his questions about breastfeeding, such as:</p> <ul style="list-style-type: none"> ▪ What have people told you about breastfeeding? ▪ What are your thoughts about breastfeeding? ▪ What are your questions about breastfeeding? <p>Postpartum or if he has other children:</p> <ul style="list-style-type: none"> ▪ What is it like to be the dad of a breastfeeding baby? (Alternatively, during pregnancy, what do you think it will be like to be the dad of a breastfeeding baby?) 	<p>Even if dad is not at the appointment, consider sending this card home for dad.</p> <p>Affirm dad’s role and the importance of his role.</p>	<p>Poster: <i>9 stages of breastfeeding</i> – consider sharing with dad as things to watch for after delivery.</p> <p>Coffective app has information for dads.</p> <p>WIC <i>Learn Together. Grow Together</i> website: dads (https://wicbreastfeeding.fns.usda.gov/dads)</p> <p>breastfeeding basics for dads (https://wicbreastfeeding.fns.usda.gov/breastfeeding-basics-for-dads)</p> <p>video how dads can support breastfeeding (https://wicbreastfeeding.fns.usda.gov/video-how-dads-can-support-breastfeeding)</p>
<p><i>Returning to Work or School</i></p> <p>At any point that work or school comes up in the discussion</p>	<p>“What are your plans after the baby is born?”</p> <p>If mom says she doesn’t think breastfeeding will work for her you could ask:</p> <ul style="list-style-type: none"> ▪ “What makes you concerned that breastfeeding won’t work for you?” <p>If she is concerned about returning to work, remember to affirm her concern. “It’s great that you are thinking ahead” or “I can see why you feel that way, many women have the same concern.”</p> <p>Ask when she will be returning to work or school, and what type of work she does. Then offer to share some solutions that have worked for other breastfeeding women.</p>	<p>If you provide the card after baby is born, consider reviewing the section on when you are pregnant on the work or school card at a pregnancy visit. If you did not see her during pregnancy, suggest she check to see how her workplace supports pumping, while she is on maternity leave.</p> <p>Become familiar with the resources on the card, so you can highlight those that might be most helpful for her.</p>	<p>Other:</p> <ul style="list-style-type: none"> ▪ Infant card <i>Paced Bottle Feeding</i> ▪ <i>Introducing a bottle to your full-term breastfed baby</i>³, which shows different bottle nipple shapes⁴ ▪ WIC Milk Storage Magnet² ▪ Breastmilk freezer tray if not already provided for exclusively or mostly breastfeeding women.²

³ Laminated copy for teaching available to order via MN WIC Supplies Order Form.

⁴ Available to order via MN WIC materials order form.

Card / When to use	Open questions	Tips on use	Other teaching aids
<p>Nutrition For Breastfeeding Women</p> <p>During pregnancy or postpartum</p>	<ul style="list-style-type: none"> ▪ How is your appetite? ▪ What questions do you have about your diet? 	<p>If issues related to alcohol, restrictive diet, medications, concerns about needing a perfect diet, come up during pregnancy use open questions as appropriate and share relevant portions of this card. Otherwise, share during the time she is breastfeeding.</p> <p>Emphasize that eating fish is healthy.</p>	<p>Resources for staff:</p> <ul style="list-style-type: none"> ▪ Lactmed http://toxnet.nlm.nih.gov/cgi-bin/sis/htmlgen?LACT ▪ Infant Risk Center. 806-352-2519 or http://www.infantrisk.com/ ▪ Other similar resources. <p>(Can share information with mom to discuss with her health care provider)</p> <p>For moms:</p> <ul style="list-style-type: none"> ▪ Point out choosemyplate on the card. ▪ Choose your fish. Recommendations for pregnant women and children. https://www.health.state.mn.us/communities/environment/fish/
<p>Moms Helping Moms (Peer)</p> <p>For agencies with a peer program, during pregnancy and postpartum</p>	<p>For agencies with a peer program:</p> <ul style="list-style-type: none"> ▪ What have you heard about our peer breastfeeding program? ▪ What have you heard about breastfeeding? ▪ Who is your resource for information about breastfeeding? ▪ Where do you go to get information about breastfeeding? 	<p>We have breastfeeding peer counselors, moms like you (who speak....), who are available outside clinic by phone and text and at times in clinic. She can give tips, answer your questions, and help you fit breastfeeding into your life.</p> <p>Would you like a referral to a peer? Here is her number you can enter into your phone so you know who is calling/texting you (after getting permission).</p>	
<p>Breastfeeding: Combination Feeding</p> <p>Provide the card to breastfeeding women only if you have assessed that it is appropriate to provide formula.</p>	<p>If mom asks about formula:</p> <ul style="list-style-type: none"> ▪ Please tell me about why you are asking about formula today. ▪ Tell me more about that. ▪ Tell me about why you want to add formula. ▪ What are your goals for breastfeeding? 	<p>Provide the card <i>only</i> if you have assessed that it is appropriate to provide formula and addressed any underlying concerns.</p> <p>Assess and issue the minimum amount of formula to meet the assessed need, if you determine it is appropriate to issue formula.</p> <p>Explain how supplementing with formula can affect milk supply and potentially interfere with reaching goals.</p>	<p>For staff:</p> <ul style="list-style-type: none"> ▪ MN WIC policy 7.4. <i>Supporting breastfeeding with the food package.</i> Table to guide providing the minimum amount of formula. <p>For moms:</p> <ul style="list-style-type: none"> ▪ Paced bottle feeding information and card.