

Module 4: Protecting, promoting and supporting human lactation and infant feeding

Introduction



Learning outcomes

On completion of this module and your midwifery practice subject, you should be able to:

- Demonstrate knowledge of the anatomical, physiological, emotional, social and relationship changes that occur during the initiation and establishment of breastfeeding;
- Apply knowledge, evidence, skills and attitudes to enable woman-centred care while promoting breastfeeding;
- Apply theoretical understanding to woman-led midwifery assessment and practice during the initiation and establishment of breastfeeding;
- Protect, promote and support breastfeeding;
- Demonstrate knowledge of over-the-counter pharmacological substances which are safe during the initiation and establishment of breastfeeding;
- Plan and implement your own midwifery practice; and critically evaluate both their own practice and those of the health system in the promotion and support of breastfeeding;
- Utilise your knowledge of the normal to recognise any deviations from the normal during the initiation and establishment of breastfeeding;
- Advocate for the primacy of choice and control for the woman;
- Apply the principles of primary health care to woman-led midwifery care.

Video

Watch this topic introduction video.

WARNING

We have detected a slow network connection to the playback server and have selected a lower quality version of this presentation to ensure proper playback.

OK



Discussion Board

Use the Topic Discussion Board to discuss your thoughts and questions relating to this topic. You may also like to share current issues found in the media or an experience you have had in your midwifery practice. If sharing experiences from the clinical world, please be mindful of confidentiality.



Topic 1: Working with women and their newborns as they initiate breastfeeding



Read

Textbook: Smith, L. J. & Kroeger, M. (2010). *Impact of birthing practices on breastfeeding*. (2nd ed.). Sudbury, Mass : Jones and Bartlett

http://primo.unilinc.edu.au/primo_library/libweb/action/dlDisplay.do?vid=ACU&docId=aleph001808956




Textbook: Mandeno, E. (2015). Supporting the breastfeeding mother. In *Midwifery: Preparation for practice* (3rd ed., chap. 33, pp. 802-841).


Rollins, N.C., Bhandari, N., Hajeebhoy, N., Horton, S., Lutter, C.K., Martines, J.C.,...Victora, C.G. (2016). Why invest and what will it take to improve breastfeeding practices? *The Lancet*, 387, 491-504.

<http://www.thelancet.com/journals/lancet/article/PIIS0140-6736%2815%2901044-2/abstract>



Perez-Escamilla, R., Martinez, J.L., Segura-Perez, S. (2016). Impact of the baby-friendly hospital initiative on breastfeeding and child health outcomes: a systematic review. *Maternal & Child Nutrition*. Retrieved from <http://onlinelibrary.wiley.com/doi/10.1111/mcn.12294/epdf> 

Australian Breastfeeding Association. (2012). *What is the baby friendly health initiative?* Retrieved from <https://www.breastfeeding.asn.au/bf-info/your-baby-arrives/your-hospital-baby-friendly> 

Australian College of Midwives. (2016). *Baby friendly health initiative*. Retrieved from <https://www.midwives.org.au/baby-friendly-health-initiative-bfhi> 

Review the website *10 Steps to Successful Breastfeeding* <http://www.tensteps.org/> 

Activity



- Review the requirements for **assessment 2** in your subject outline. After you have read the above articles, decide on where you stand in regards to the hospital making a wise decision to not renew their BFHI accreditation. From here, start to formulate your plan for assessment 2 and do some more research around the evidence for the 10 steps to successful breastfeeding and the process and cost of BFHI accreditation. Start writing your essay and good luck!
- Please note that the 4th step has been recently changed in Australia (from half an hour to an hour to reflect normal neonatal physiology) and now reads: *"Place babies in skin-to-skin contact with their mothers immediately following birth for at least an hour and encourage mothers to recognise when their babies are ready to breastfeed, offering help if needed"*.
- Describe optimal positioning and attachment of the baby at the breast.
- Describe how you would support the woman to initiate breastfeeding while using 'hands off' strategies and explain the advantages of a 'hands off' technique to support women.

Topic 2: Working with women and their newborns as they establish breastfeeding

Read



Textbook: Smith, L. & Kroeger, M. (2010). Impact of birthing practices on breastfeeding. Sudbury, MA: Jones and Bartlett.

Resource: NSW Health Policy directive (2011). Breastfeeding in NSW: Promotion, protection and support. Retrieved from www0.health.nsw.gov.au/policies/pd/2011/pdf/PD2011_042.pdf

The newborn period is a time of adjustment for the parents and the family. One of the most important changes that occur during this time is the initiation and establishment of feeding. The choice between artificial formulae of breast milk is usually made by the mother or parents prior to the actual birth. Breastfeeding is the absolutely best choice of nutrition for a newborn baby. While formula companies promote their products as being close to mother's milk, they cannot possibly produce an identical product as each mother's milk is different.

Activity

Attendance of at least one local 'Australian Breastfeeding Association' meeting is strongly encouraged.

You can realise the importance of your role as a midwife in promoting breast feeding. Some mothers may choose to artificially feed their babies, and these mothers must have their decision respected. Many mothers have a traumatic time in making this decision and so they require a lot of support and encouragement. If they initiated breastfeeding and did not continue they must not be referred to as 'failed' breastfeeders. These mothers are to be supported in their decision; we should not just allow mothers a choice and respect this only when the choice is in agreement with our views! Indeed, some mothers breastfeed in hospital to please the doctor and midwife and change to artificial feeding as soon as they leave the hospital!

Activity

What strategies can midwives use to ensure conflicting advice given to new mothers in relation to breastfeeding is minimised?

What do you think may be some reasons why mothers choose not to breastfeed?

Having read your Smith & Kroeger (2010) text and Chapter 33 in the prescribed text, *Midwifery: Preparation for practice* (Mandeno, 2015). Ask yourself the following questions to ensure your breastfeeding knowledge is adequate to assist a new mother to initiate and establish breastfeeding her newborn baby:



- What are the advantages of breastfeeding for the woman and her newborn?
- What are the risks of not breastfeeding for the woman and her baby?
- What are the main components of colostrum? Breastmilk?
- What is the milk ejection reflex and how does it function?
- What strategies would you use to assist a new mother to initiate breastfeeding?
- What practices in your maternity unit support breastfeeding?
- What practices in your maternity unit work against the initiation and establishment of breastfeeding?
- What common problems can be encountered during breastfeeding, and what would you recommend to women to overcome them?
- How can women best ensure an adequate supply of breastmilk for their baby?
- What are the contact details of the nearest ABA group and breastfeeding counsellor in your area?

