

Create

A Breastfeeding-Friendly Practice

Your influence greatly impacts a mother's decision to breastfeed. Your role is vital in helping mothers realize the benefits of breastfeeding. Below are a few tips to create a breastfeeding-friendly practice.

Staff Education:

- Train your staff to be competent in lactation management.
- Build staff confidence through regular updates.
- Involve your staff in creating a breastfeeding-friendly environment.
- Ensure staff gives consistent breastfeeding messages.

Patient Education:

- Talk to mothers about the importance of breastfeeding.
- Provide up-to-date resources.
- Display and share educational materials that are free of commercial (infant formula) influence.
- Refer women to breastfeeding classes, Lactation Consultants (IBCLC) and provide follow-up.
- Include the mother's support person in breastfeeding education.
- Discuss the Breastfeeding Mothers' Bill of Rights.



Breastfeeding... *For my baby. For me.*

Listen to Your Patients:

- Encourage mothers to talk about breastfeeding. Start by asking open-ended questions.
- Affirm her feelings and provide the appropriate information.
- Be supportive at each visit.

Reinforce Your Message:

- Prominently display breastfeeding information and promotional materials.
- Remove coupons, samples and resources provided by formula companies.
- Ensure staff uses positive language that supports breastfeeding.

References:

<http://www.bfmed.org/resources/protocols.aspx>

The Academy of Breastfeeding Medicine Protocols #14, #19

<http://www.aap.org/breastfeeding>

*The American Academy of Pediatrics, Breastfeeding Initiatives –
How to Have a Breastfeeding Friendly Practice*