

Welcome!

We are so glad you are here!

We will get started shortly.
In the meantime, we invite you to intentionally enter this space.



Silence your cell phone



Stretch



Close the door



Take a few deep breaths



Close browser windows



Emotionally release your to-do list



Check your audio and video



Take a bio break

Beyond COVID-19: Breastfeeding Series

Solutions for Infant Breastfeeding Challenges

Wednesday, January 26, 2021 || 2:00pm – 3:30pm ET

NICHQ
National Institute for
Children's Health Quality

HEALTHY
start
TA & SUPPORT CENTER

Solutions for Infant Breastfeeding Challenges

Beyond COVID-19: Breastfeeding Series

Wednesday, January 26, 2021
2:00pm – 3:30pm ET

The Healthy Start TA & Support Center is operated by the National Institute for Children's Health Quality (NICHQ). This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number 1 UF5MC327500100 titled Supporting Healthy Start Performance Project.



Agenda

Housekeeping

Lisa Hong
Healthy Start TA &
Support Center (TASC)

**Welcome &
Introduction**

Lisa Hong

**Solutions for Infant
Breastfeeding
Challenges**

Cathy Carothers,
IBCLC, FILCA
Every Mother, Inc.

Wrap-up

Lisa Hong





This session is being recorded.



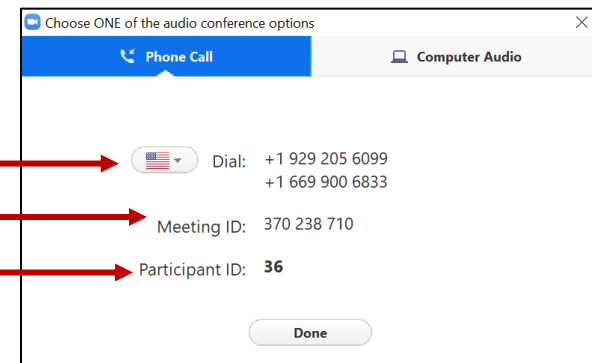
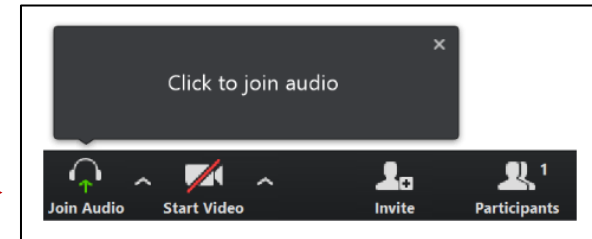
All participants are muted upon entry. We ask that you remain muted to limit background noise.



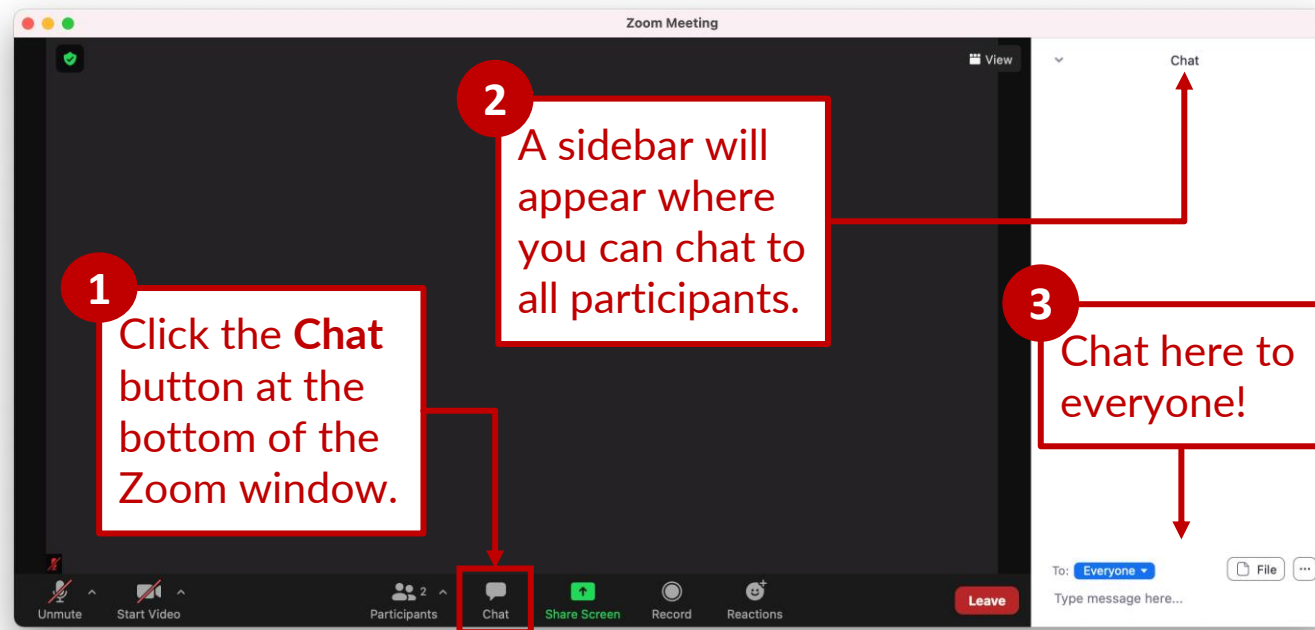
Participants are encouraged to share comments and ask questions using the chat box.

Audio

- After you join the Zoom session, an audio conference box may appear.
 - If you do not see the box, click **'Join Audio'**
- From the audio conference box, select **'Phone Call'** or **'Computer Audio'**
 - If accessing the session audio via phone:
 - Dial one of the given numbers next to **'Dial'**
 - You will be prompted to enter the **Meeting ID**
 - Then you will be prompted to enter the **Participant ID**



Chat



Welcome & Introduction

Lisa Hong

Healthy Start TA & Support Center



*Beyond COVID-19: Breastfeeding Series
Hosted by the Healthy Start TA & Support Center at NICHQ*

NICHQ
National Institute for
Children's Health Quality

HEALTHY
start
TA & SUPPORT CENTER





Solutions for Infant Breastfeeding Challenges

Presented by:

Cathy Carothers, IBCLC, FILCA

Every Mother, Inc.



Disclosures

WIC Breastfeeding Curriculum




Program Basics

- WIC and Breastfeeding
- Counseling

Breastfeeding Essentials

- Preparing for Breastfeeding
- Normal Breastfeeding
- Breastfeeding Assessment
- Problem Solving

Expand Topics 


Staff Roles

- Peer Counselors
- Peer Counselor Management
- WIC Designated Breastfeeding Experts

Resources

- Breastfeeding Class
- Videos
- Picture Stories
- Documents
- Websites
- Local

U.S. DEPARTMENT OF AGRICULTURE
WIC BREASTFEEDING SUPPORT
LEARN TOGETHER. GROW TOGETHER.



Learning Objectives

1. Identify causes and solutions for the following infant breastfeeding/chestfeeding concerns: fussy baby, difficulty with latch, and slow weight gain.
2. Identify solutions to help new parents deal with fatigue.
3. Describe counseling strategies to help new parents feel confident addressing breastfeeding/chestfeeding challenges.

Poll #1

What are the most common
breastfeeding/chestfeeding challenges?



“Nobody can prepare you for how hard it is in the early days. You question everything and wonder if you’ll go crazy with worry! If only someone had just said, ‘It WILL get better!’”

New Mom





EVIDENCE

Agency Police
Collected By
Item # 12

EVIDENCE

TO BE OPENED BY AUTHORIZED AGENTS ONLY
DO NOT USE THIS BAG WITH EVIDENCE THAT IS WET OR DAMAGED

Reporting Agent: _____

Item #: _____

Description of Enclosed Evidence: _____

Description of Offense: _____

Offender's Full Name: _____

Suspect's Full Name: _____ (PRINT NAME)

Evidence Recovered By: _____ (PRINT NAME)

Sealed By: _____ (SIGNATURE)

Date Sealed: _____ Time: _____ AM
Phone #: _____ Fax #: _____

IN CUSTODY
DATE



Breakout Time!





Case #1 – Fussy Baby

Amelia is the single mother of a 5-day-old baby Ellie, her first. Ellie weighed 6 lbs. 5 ozs. at birth. After a long labor, Amelia ended up having a C-section when she never fully dilated. Her mother and several of her aunts and sisters rotated in and out of her hospital room to help her with the baby since Amelia was so sore. Ellie slept a lot at first, but then became frantic and screamed a lot. Amelia's mother told her she was obviously not making enough milk, and suggested she give Ellie formula, too. Now that Amelia is home from the hospital, Ellie is still very fussy much of the time, even after feedings. Her first night home, Ellie cried nearly all night long if Amelia didn't let her stay attached to the breast. Amelia's family have graciously offered help so she is not alone. She wonders why she didn't get the "good" baby like her sister did.

Mom says:

WHY DOES MY BABY CRY ALL THE TIME?

What Do We NOT Know?









Address Feeding Issues

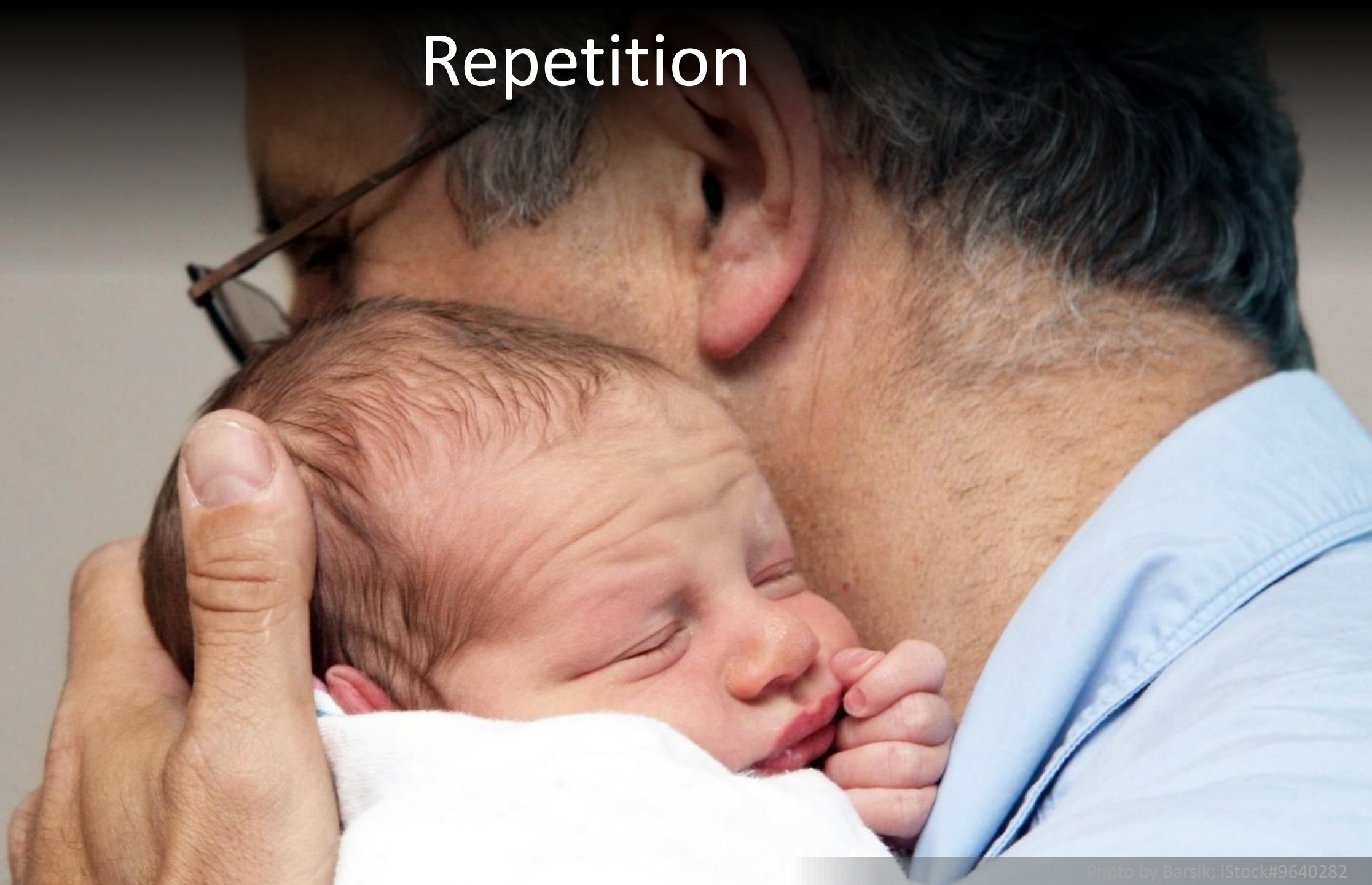


Skin to Skin





Repetition



Counseling Strategies



Case #2 - Latch

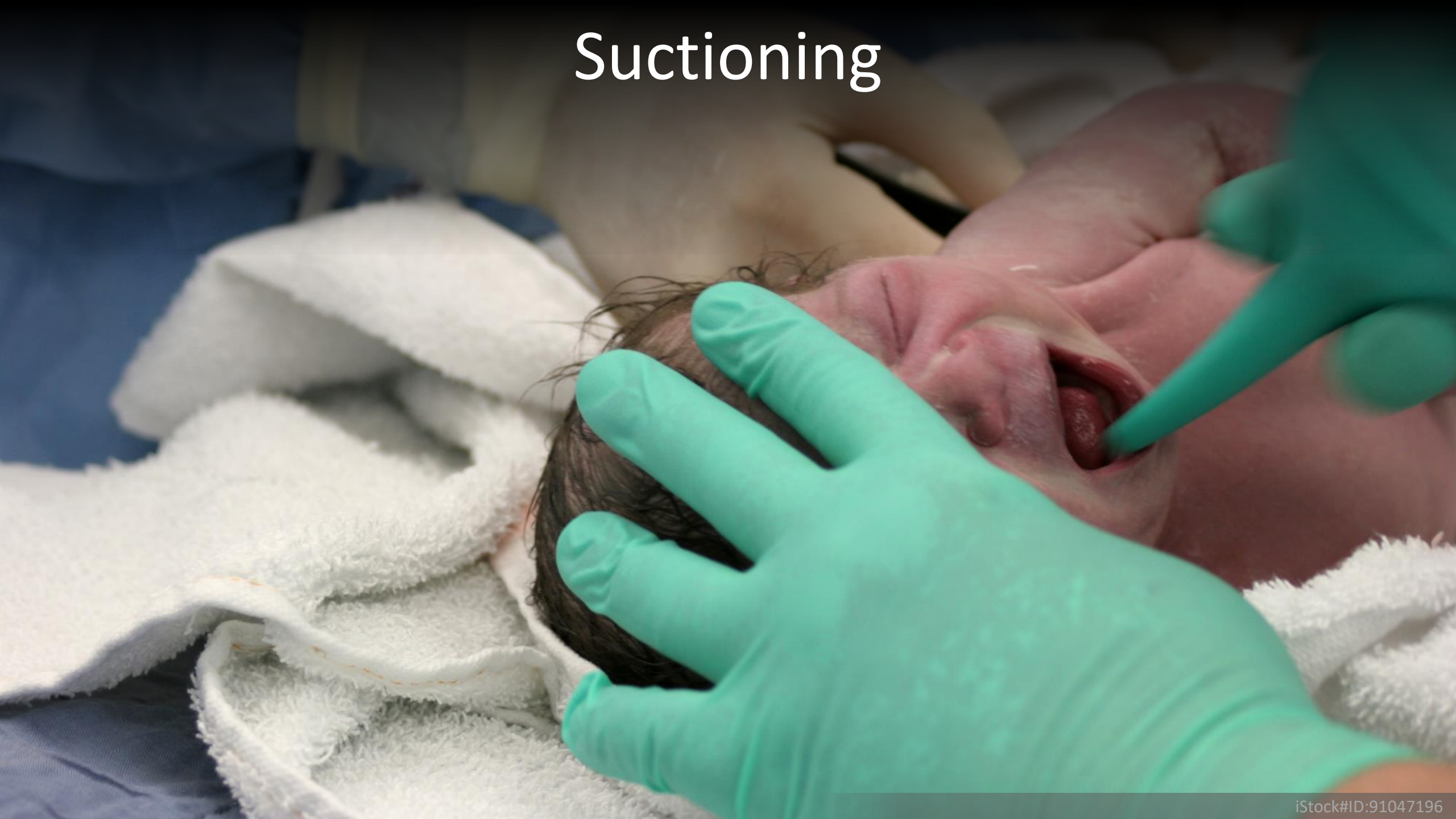
Kai is a first-time mother who gave birth to her daughter, Aiyana, at 37 weeks by C-section. She was induced because of hypertension. The baby's birth weight was 5 lbs., 5 oz. Aiyana was suctioned per standard practice following a C-section at the hospital, and was observed in the nursery for two hours. She slept most of the first day and has continued to be very sleepy. At 4 days postpartum, Kai reports that Aiyana still does not latch well. When she does latch, she typically falls asleep fairly quickly. Kai worries that maybe her nipples do not "poke out" enough for the baby. She arches her back and screams whenever she tries to latch her. If she does latch, she falls asleep very quickly. Kai is losing patience with breastfeeding.

Mom says: SHE WON'T LATCH!

What Do We NOT Know?



Suctioning





Sleepy Baby



#1 Rule: Feed the Baby!



Nipple Shield



Monitor Weight Gain



Counseling Strategies



Case #3 – Slow Wt. Gain

Natasha is breastfeeding her 1-month-old baby boy, Aiden. She breastfed her first baby, a girl, for a couple of weeks but stopped when her family and friends told her she was not making enough milk. She wants to breastfeed Aiden exclusively for as long as possible. Aiden slept a lot in the hospital, and fed around 6-7 times every 24 hours. He seemed to latch well, and Natasha never experienced breast pain. Aiden lost 9% of his birth weight in the hospital, and though he began gaining weight around 4-5 days after the birth, he has been slow to regain his birthweight. Natasha believes this is because he sleeps so much at the breast. At 2 weeks, the pediatrician recommends that Natasha begin giving formula. She worries that if she follows this advice, her milk production will drop. She hopes you can help her continue to breastfeed exclusively.

Mom says:

WHY WON'T MY BABY GAIN WEIGHT?

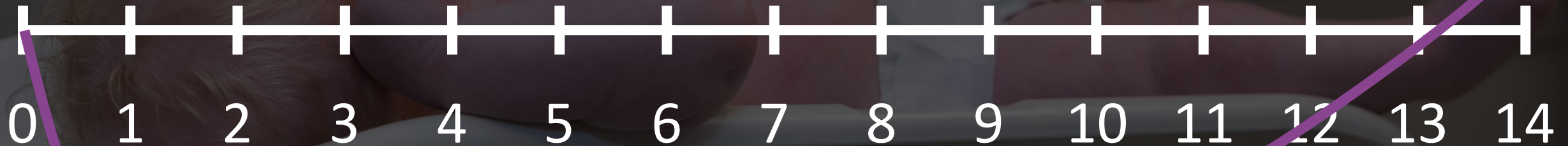
What Do We NOT Know?



Signs: Slow Weight Gain

Birth Weight

Days



WARNING - ADVERTENCIA
Do not leave baby unattended. A fall from this scale could cause serious injury.
No deje a su bebé sin supervisión. Una caída de esta báscula puede causar una lesión grave.

modelo BabyWeigh
MEMORY WEIGHT LOCK CANCEL INFO
45.608
17.5 10.0 5.0 2.5 0.0

Warning Signs

**Avoids
Interacting**

Mother Factors



Baby Factors



Correct Latch Issues



Increase Feeding Frequency

12X/Day

8X/Day



Avoid Pacifiers



Feed Baby on Cue



Skin to Skin Contact



Breast Compressions



M.O.M.



Counseling Strategies



Case #4 – Multiple Problems

Tiara waited a long time to give birth to her first child, a daughter named Shanice. She always planned to breastfeed, and is determined to continue, despite many challenges. Her vaginal birth and postpartum experience went well. She held Shanice a lot skin-to-skin and fed her 8-9 times every 24 hours. At 8 days, her nipples remain sore, despite the fact the lactation consultant at the hospital said Shanice latched perfectly. However, Tiara says Shanice is fretful and never seems satisfied. She has around 5 wet diapers and at least one bowel movement each day, though the stools are not yet runny and yellow as she expected. Tiara is concerned that the pediatrician will want her to begin formula.

Mom says:

WHAT AM I DOING WRONG?

What Do We NOT Know?



Feed the Baby



Alternative Devices



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Photo by Every Mother, Inc. and Regina Maria Roig-Romero

Maintain Milk Production



Prevalence of Pain

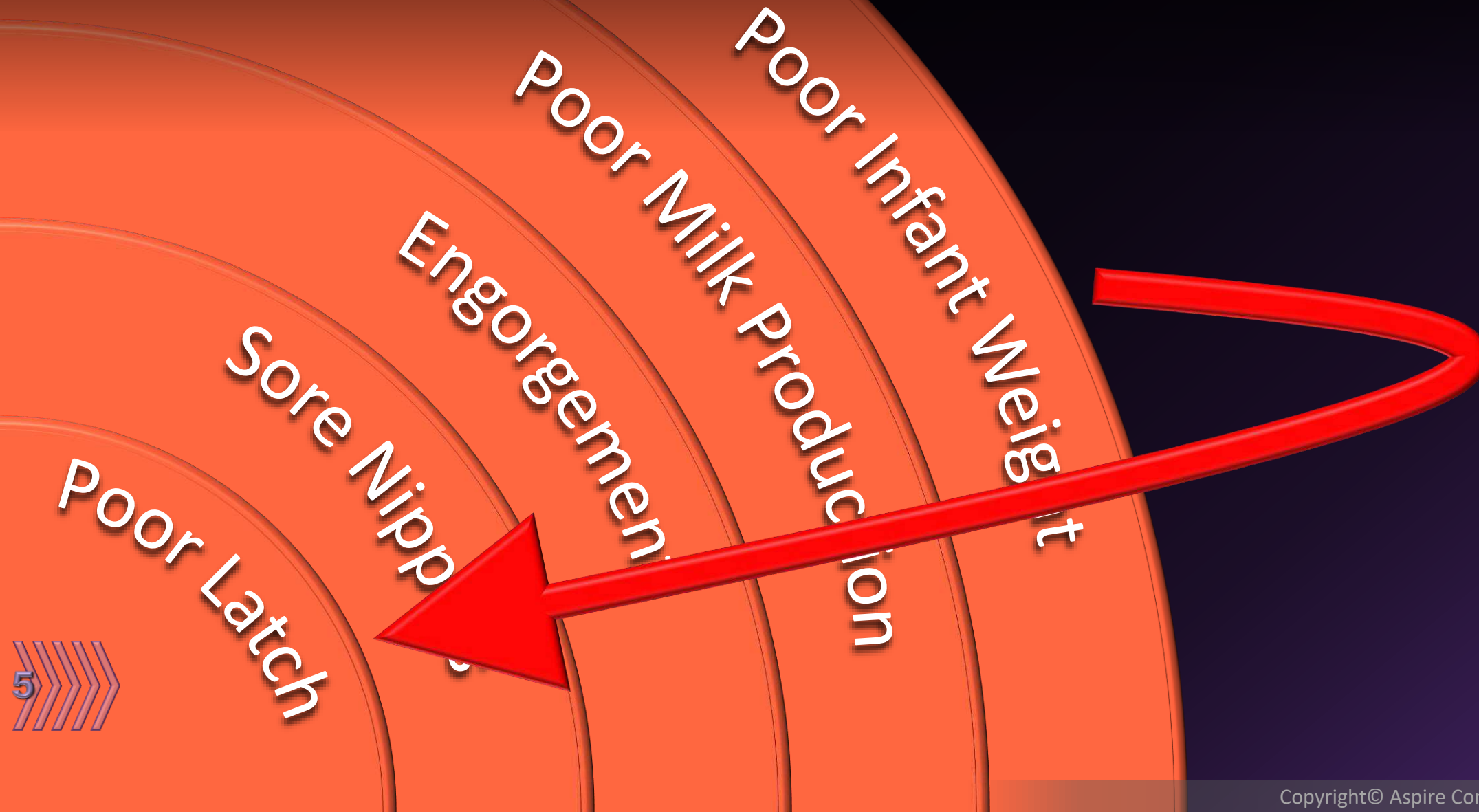
79%

First-time mothers
experience nipple
pain

58%

First 8 months
report nipple
damage

One Thing Leads to Another...



Assess Latch Again



Ankyloglossia



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M.O.M.



Counseling Strategies

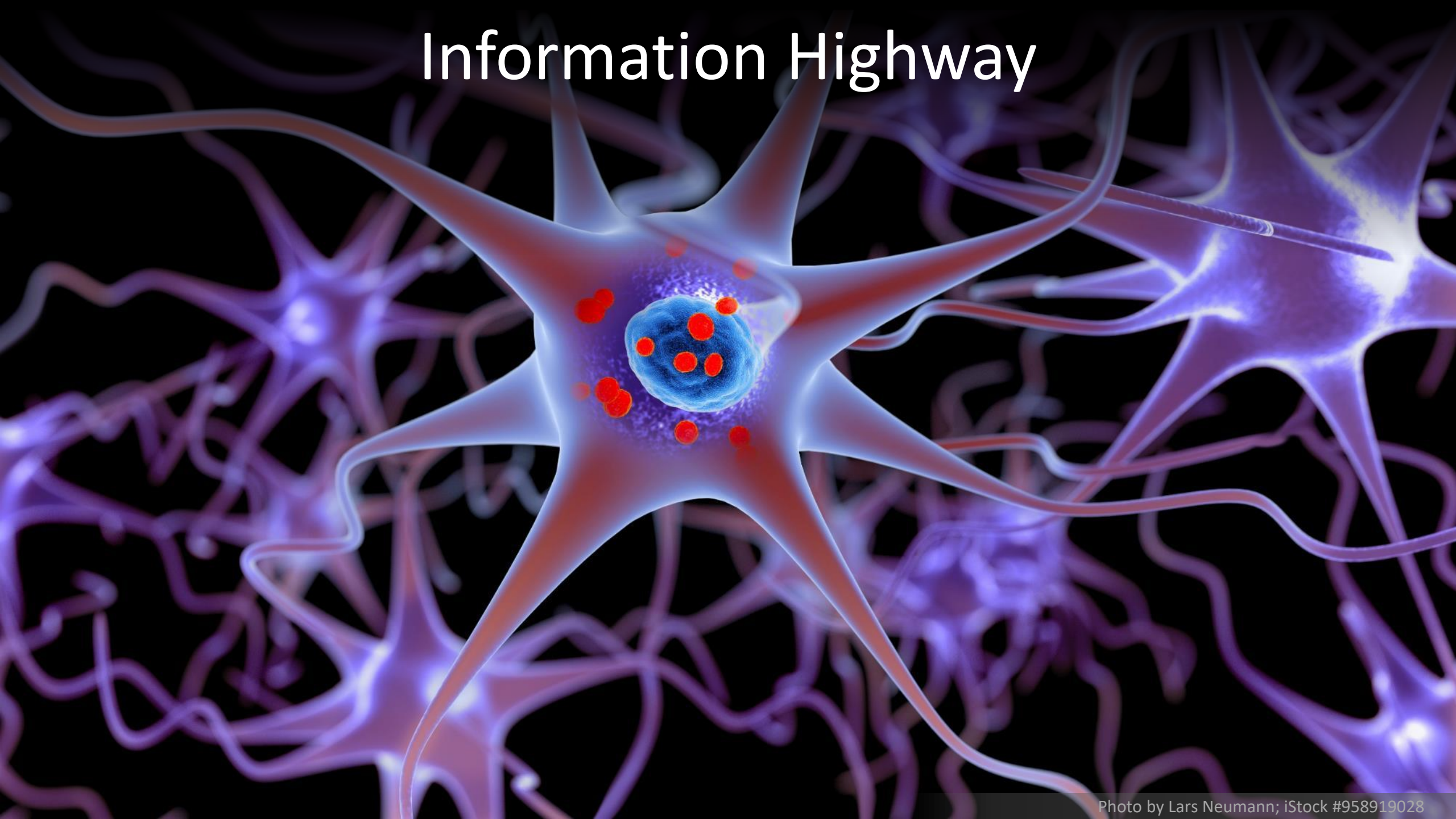


A Word About Fatigue...

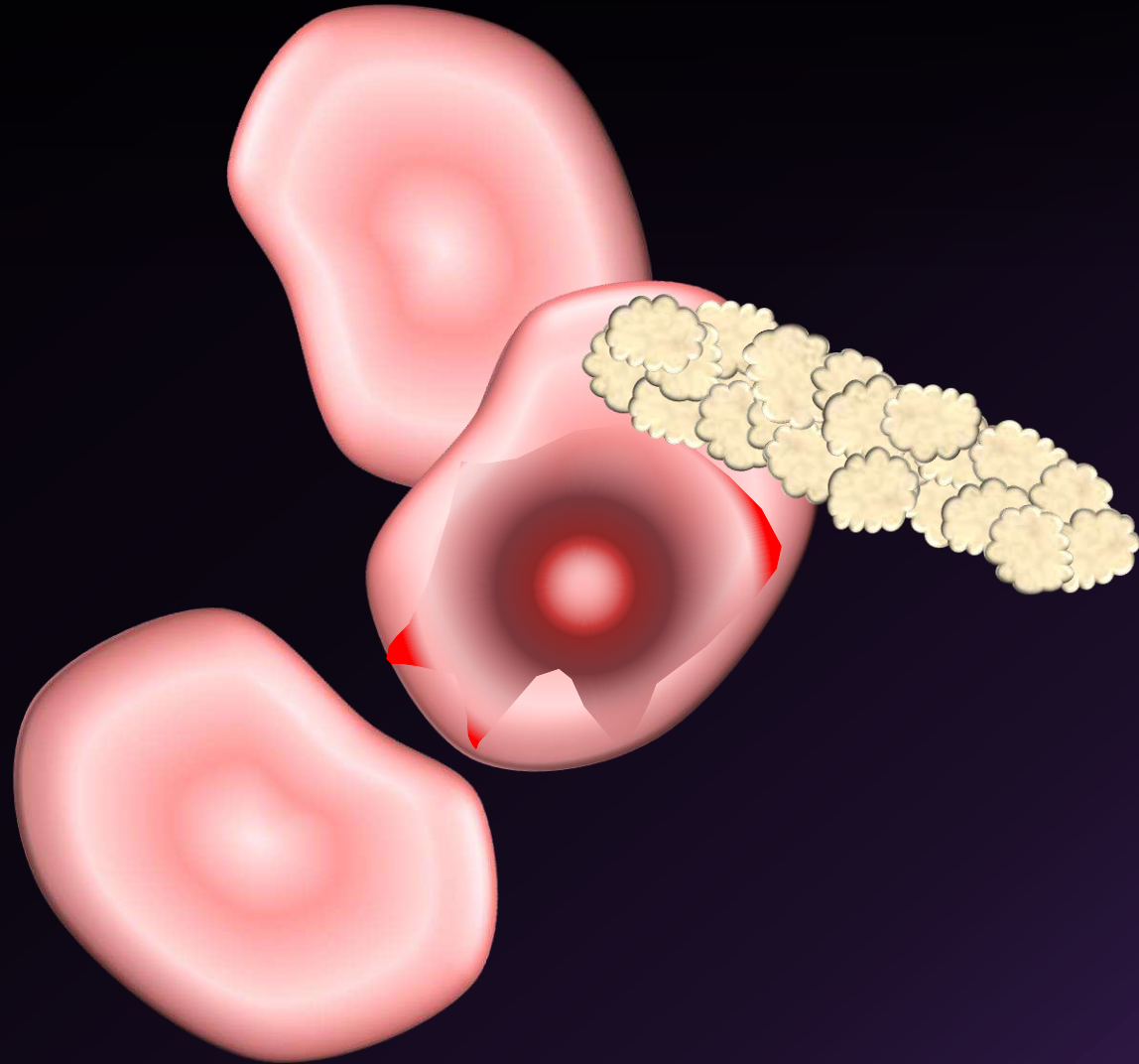




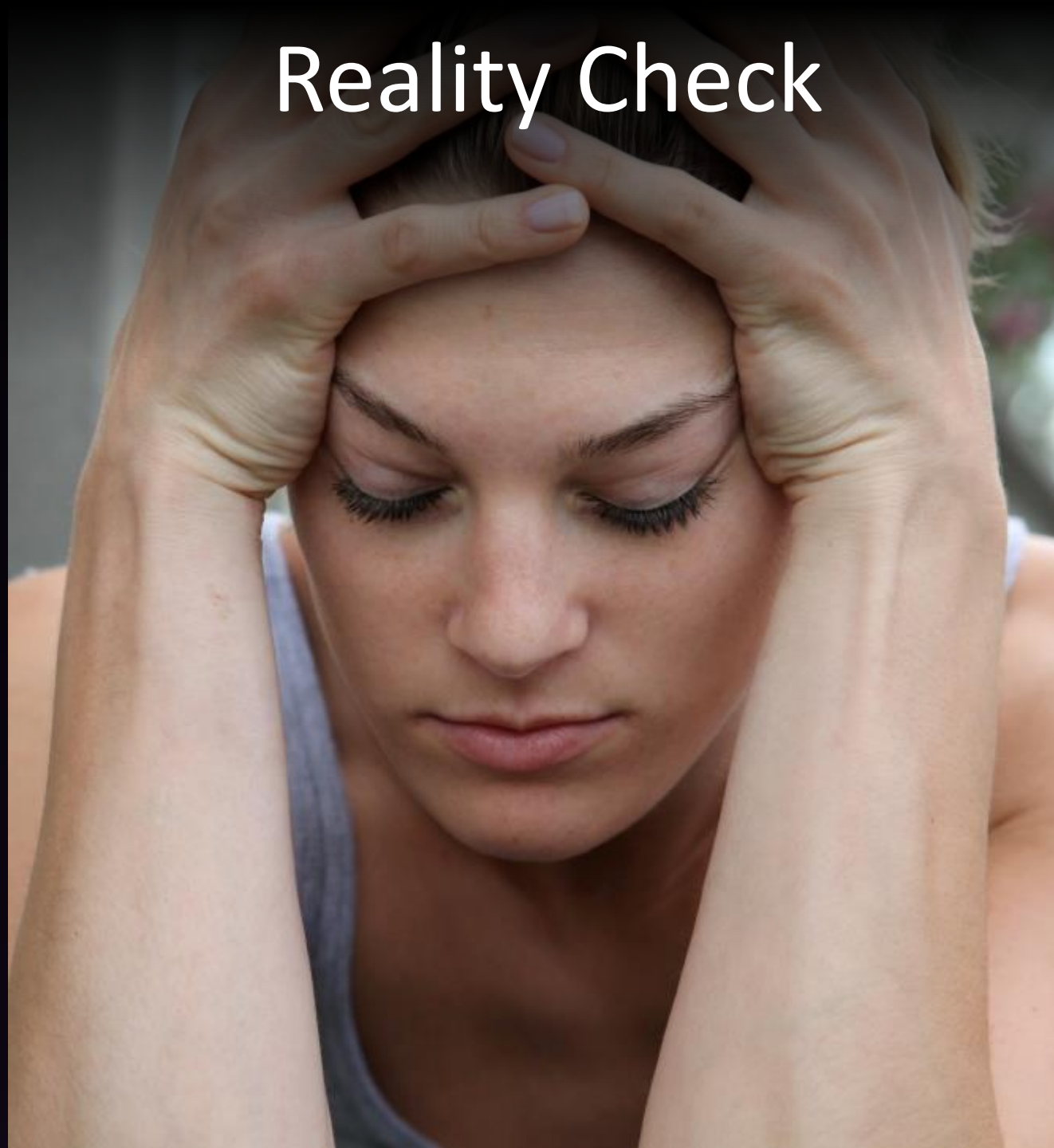
Information Highway



Damage Control



Reality Check



Managing Visitors



Nap When Baby Naps



Champion Support



Signs Work

316



Limit Screen Time



Take Time for YOU!

















1385

the Guy Class of Heroes

TAM 6

TAM 212

538

the

the Guy Class of Heroes







2692





Cathy Carothers, IBCCLC
Every Mother, Inc.

cathy@everymother.org

Satisfaction Survey

Your feedback is extremely valuable and will help ensure our offerings meet your support needs!

New Breastfeeding Resource Page on the Healthy Start EPIC Website!

The screenshot shows the Healthy Start EPIC Center website. At the top right, there are links for "Request TA | Services | e-News | Contact Us" and a search bar. The main header features the EPIC logo and the text "Healthy Start EPIC Center" with a home icon. Below this, it states "A National Training and Technical Assistance Center operated by NICHQ with funding from HRSA". A navigation bar contains buttons for "HEALTHY START", "HS IMPLEMENTATION", "TA ACTIVITIES", "RESOURCES", "HS STAFF ROLES", and "HS EPIC CENTER". The main content area is titled "Breastfeeding Resources" and includes a sidebar with a menu of links: "Outreach and Educational Tools", "Breastfeeding Resources" (highlighted), "COVID-19 Resources", "Fatherhood Resources", "Evidence Based Practices", "MCH Organizations", "EPIC Resource Overviews", "Project Director's Guide & Project Management Hub", "Alcohol & Substance-Exposed Pregnancy Prevention", "Healthy Living", "Collective Impact PLN", and "Maternal Mortality Prevention". The main content area has a section titled "TA & Support Center Breastfeeding Events & Offerings" with sub-sections for "Breastfeeding Cohorts" and "Webinar Recordings".

Request TA | Services | e-News | Contact Us

Healthy Start EPIC Center  Search... 

A National Training and Technical Assistance Center operated by NICHQ with funding from HRSA

HEALTHY START | HS IMPLEMENTATION | TA ACTIVITIES | RESOURCES | HS STAFF ROLES | HS EPIC CENTER

Breastfeeding Resources

Outreach and Educational Tools

Breastfeeding Resources

COVID-19 Resources

Fatherhood Resources

Evidence Based Practices

MCH Organizations

EPIC Resource Overviews

Project Director's Guide & Project Management Hub

Alcohol & Substance-Exposed Pregnancy Prevention

Healthy Living

Collective Impact PLN

Maternal Mortality Prevention

TA & Support Center Breastfeeding Events & Offerings

Breastfeeding Cohorts

In June 2020, TASC launched the first Healthy Start Cohort: the Breastfeeding Cohort. Cohort members engaged in a six-month learning series, including webinars and Healthy Start CoLab activities. The inaugural Breastfeeding Cohort concluded in December 2020 and the second concluded June 2021. The goal of the Breastfeeding Cohort is to convene Healthy Start grantees – who are prepared to and interested in enhancing and strengthening their breastfeeding work – to create shared best practices for promoting, protecting, and advancing breastfeeding among Healthy Start clients.

Webinar Recordings

Beyond COVID-19 Breastfeeding Webinar Series – 2021

To support Healthy Start grantees in providing breastfeeding support and meeting the two breastfeeding benchmarks, the Healthy Start TA & Support Center (TASC) has launched a three-part **Beyond COVID-19: Breastfeeding Webinar Series**. The goal of this webinar series is to enhance and strengthen Healthy Start grantees' capacity to meet their client's breastfeeding needs as we continue to navigate the changing landscape of the COVID-19 pandemic. The series features Cathy Carothers, IBCLC, FILCA, of Every Mother, Inc, who facilitated the previous TASC's COVID-19 and Breastfeeding Webinar Series in fall of 2020.

- Webinar #1 – Building Community Partnerships to Promote and Support Breastfeeding
- Webinar #2 – Demystifying the Secrets to Making Milk

Beyond COVID-19 Breastfeeding Webinar Series – 2020

- Webinar #1 – The Impact of COVID-19 on Breastfeeding

January 2022 is flying by!

January 2022

Deadlines:

Jan 15 HSMED-II Report (CSV or XML) Due

Events:

Jan 5 Recruitment & Retention Cohort Meeting #1 – R&R cohort members only

Jan 6 CAN Cohort Meeting #1 – CAN cohort members only

Jan 10 TIROE CoP Session #9 – CoP members only

Jan 19 Fatherhood Cohort Meeting #1 – Fatherhood cohort members only

Jan 19 Infant Health Equity Webinar – IHE Supplement recipients only

Jan 20 Evaluation Cohort Meeting #1 – Evaluation cohort members only

Jan 25 [Connected Parents, Connected Kids Training: Part 1](#)

Jan 26 [Beyond COVID-19: Breastfeeding Webinar Series Session #3](#)

Jan 27 [Connected Parents, Connected Kids Training: Part 2](#)

Jan 31 TIROE CoP Session #10 – CoP members only



Thank you !

Beyond COVID-19: Breastfeeding Series
Hosted by the Healthy Start TA & Support Center at NICHQ

NICHQ  **HEALTHY** 
National Institute for **start**
Children's Health Quality TA & SUPPORT CENTER