



Breastfeeding & COVID-19 Webinar Series

Webinar 2: Connecting with Participants During Unsettling Times

November 19, 2020



Agenda



Housekeeping	Tess Pritchard, NICHQ
Welcome	Healthy Start TA & Support Center Staff
Connecting with Participants During Unsettling Times	Cathy Carothers, Every Mother, Inc.
Breakout Discussions	All
Report Out	All
Q&A	All
Post-Test	All
Closing	Kenn Harris, NICHQ



Meeting Logistics

Please note the following:



- This session is being recorded, and will be archived for future viewing.



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

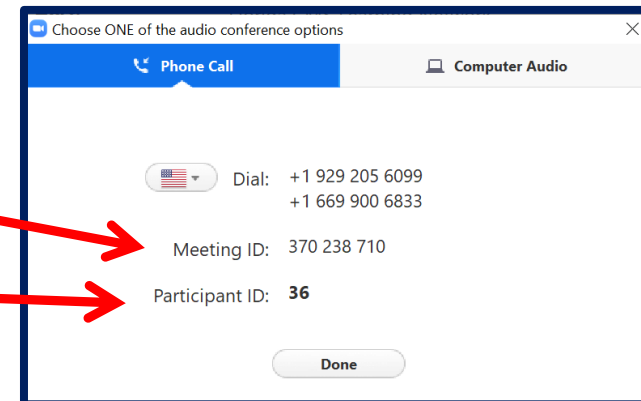
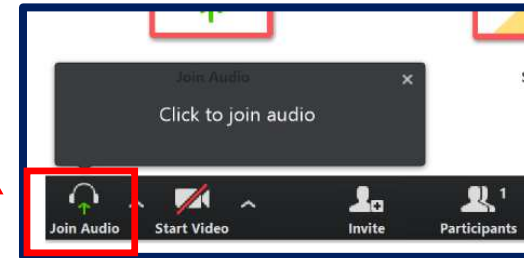


- Members are encouraged to participate in the discussion by typing your comment/asking questions using the chat box.

Connecting to the Audio Conference



- Join Zoom Meeting by **clicking Zoom Meeting link** & launching the Zoom application
- An audio conference box will appear
 - If you do not see the box click the **'Join Audio' button**
- From the audio conference box: Select to **"Phone Call"** or **"Computer Audio"**
- If using the phone:
 - dial the number next to **"Dial"**
 - You will be prompted to enter the **"Meeting ID"**
 - Then you will be prompted to enter the **"Participant ID"**

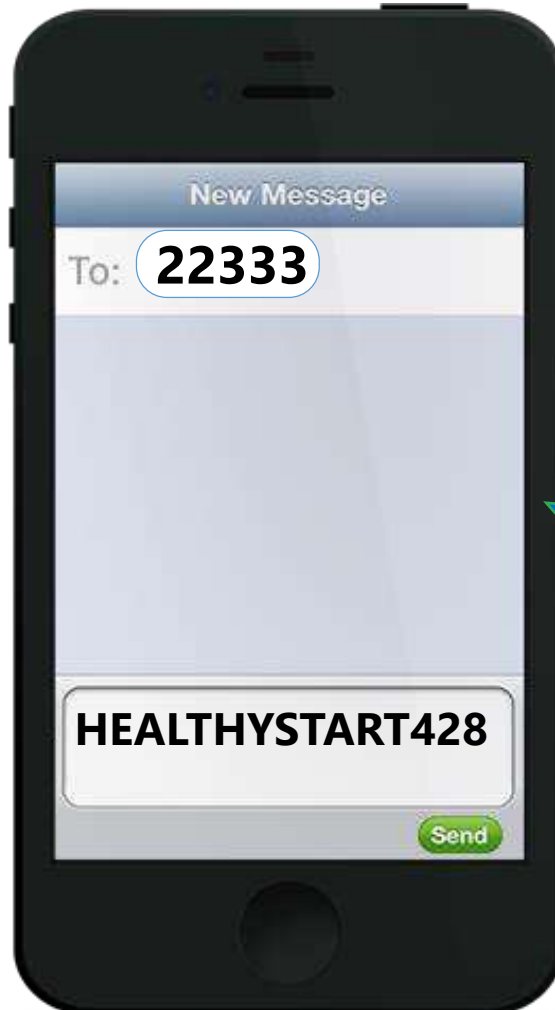




Ways to Participate: Chat

A screenshot of a Zoom meeting window. The window title is "Zoom Participant ID: 49 Meeting ID: 617-788-369". The main area shows meeting details: "Meeting Topic: Healthy Start Webinar", "Host: HS TA & Support Center", "Invitation URL: https://zoom.us/j/617788369", and "Participant ID: 49". At the bottom, there is a toolbar with icons for "Join Audio", "Start Video", "Invite", "Participants", "Share", "Chat", "Record", and "Leave Meeting". The "Chat" icon is highlighted with a red box. A red arrow points from this box to a "Zoom Group Chat" sidebar on the right. The sidebar has a "Zoom Group Chat" header and a "Type message here..." input field. A red box around the input field contains the text "Chat here to everyone!". Another red box contains the text "After you click the 'Chat' button, a sidebar will appear where you can chat to all participants", with a red arrow pointing to the sidebar. A third red box contains the text "At the bottom of the Zoom window, you will see a 'Chat' button", with a red arrow pointing to the "Chat" icon in the toolbar.

Participating with via text messaging



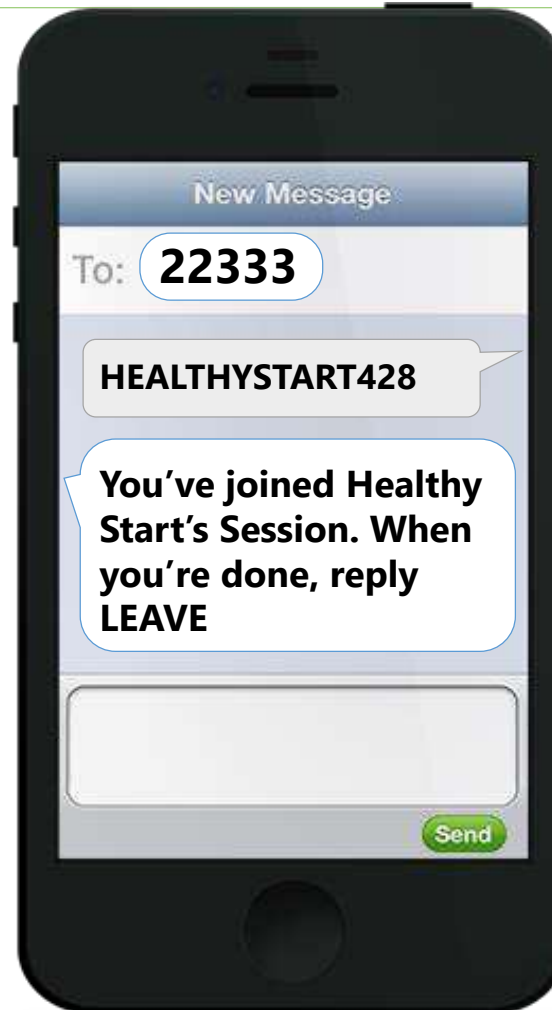
Send all messages to
this five digit
number: **22333**

To log in, include in
body of text the
word (*you only have
to do this once*):
HEALTHYSTART428

Participating with via text messaging



After you have
logged in, you
will receive this
confirmation
message





Poll Everywhere: Additional Tips

- Capitalization does not matter; spelling and spaces do
- You only have to text the word “HEALTHYSTART428” the first time. After that, just send a normal text to respond to polls.
- If texting 22333 doesn’t work: Visit pollev.com/HEALTHYSTART428 to respond to the current poll
- NO charges to your cellphone beyond what your phone carrier typically charges for a text message

Welcome

Olivia Giordano
Healthy Start TA & Support
Center

Webinar Series Schedule



The Impact of COVID-19 on Breastfeeding	Tuesday, October 20 2-3:30 p.m. EST
Connecting with Participants During Unsettling Times	Thursday, November 19 2-3:30 p.m. EST
Supporting the Return to Work While Breastfeeding	Wednesday, December 9 2-3:30 p.m. EST
Sharing Best Practices for Virtual Breastfeeding Support	Thursday, December 17 2-3:30 p.m. EST

CoLab Engagement

NICHQ Collaboratory

Healthy Start Performance CoLab

- Connect with other grantees and subject matter experts
- Share and receive resources
- Ask questions and learn best practices



Continuing Education Credits (CEUs)

- TA & Support Center is applying for CEUs for CLCs and IBCLCs for this webinar series
- Post-tests for each webinar are required
- If you would like to receive CEUs (retroactively), you must complete each post-test



Breakout Room Activity

- Download instructions on EPIC now
- Visit <https://bit.ly/HSCovidWebinar> to access the instructions
- Or click the link in chat box



Connecting with Participants During Unsettling Times

Cathy Carothers, IBCLC, FILCA
Every Mother Inc.

Connecting with Participants During Unsettling Times



Presented by:

Cathy Carothers, IBCLC, FILCA

Every Mother, Inc.

November 19, 2020



Disclosures

No Disclosures for this presentation

Learning Objectives

- Name at least three active listening principles to build rapport and empower Healthy Start participants about breastfeeding.
- Identify safety considerations and strategies to improve communication during the COVID-19 pandemic.
- List options for using virtual communication methods to reach participants during a time of social distancing.

Poll #1

Rate Yourself!

How well do you feel you currently communicate with Healthy Start participants? Pick the statement that best describes you.

I am such an expert they should have asked me to teach this webinar!

Participants really listen to me most of the time.

I have been trained in counseling skills, but I don't always remember to use them.

I struggle sometimes when talking about breastfeeding.

I am anxious to learn some practical skills to improve my ability to connect with participants.

Power of Connection













Doing all the Talking





Projecting Authority

People don't CARE what
you KNOW...until they
first KNOW you CARE.

--Harry Truman



Persuasion

Less allergies and dermatitis
Less chance of breast cancer
Lower risk of ovarian cancer
Costs less
Diapers smell better
Lower risk of urinary tract infections
Lower risk of Type 2 diabetes
Better growth and development
Bonding
Babies are healthier
Antibodies to fight infection
Fewer respiratory tract infections
Less risk of ear infections
Lower gastrointestinal disorders
(e.g., diarrhea)
Pathogens less likely to penetrate
intestinal mucosa
Delays ovulation
Builds stronger immune system
Pain relief for baby

Lower risk of Crohn's disease
Easier to travel with baby
Baby's first immunization
Better sleep at night for mom
Better tooth and jaw development
Less risk of obesity
Higher IQ
Flavors of foods mother eats help
babies accept solid foods
Better hand-eye coordination
Spit-up is easier to clean
Closeness with baby
Less risk of breast cancer in mother
Less risk of Type 2 diabetes in
mother
Lower health care costs
Strengthens immune system
Mothers regain bone loss
Weight loss in mother
Faster recovery from pregnancy
/childbirth

Fewer ear infections
Lower gastrointestinal
disorders
Less risk of diarrhea
Tolerate immunizations
better
Larger thymus
Uterus returns to normal
size
Delayed menses
Less chance of ovarian
cancer in mother
Social development
Babies become more
independent later
Mothers less likely to
develop cardiac disease
Lower cholesterol
Less risk child abuse
More convenient

Less risk of ovarian cancer
in mom
Less risk of breast cancer in
infant
More diverse microbiome
Less risk of SIDS
Better child spacing
Bottom-line benefits to
mom's employer
Less expensive
Less absenteeism at work
Important part of mom's
reproductive health
Higher oxytocin levels =
lower stress for mom/baby
Perfect nutrition for babies
Changes as baby grows
Tastes better than formula!
Less risk of postpartum
depression in mother





Paper Pushing

Complicating Things



The Art of Listening



Face-to-Face



Minimize Distractions



Be Curious!



Avoid Jumping Too Quickly





Picture It!

Poll #2

Your Listening Goal

Which of the following listening skills do you feel YOU need to work on most?

Be more intentional about face-to-face communication.

Minimize distractions.

Be more curious when I talk to families.

Avoid jumping too quickly to education.

Picture life from their perspective.

Other (write in the chat box)











Power of Emotions



People are **feeling**
machines that think,
not thinking machines
that feel.



Emotional Triggers





Emotional Triggers

Good Mom



Emotional Triggers

Strong Family



Emotional Triggers

Baby Loves Her



Emotional Triggers

Successful

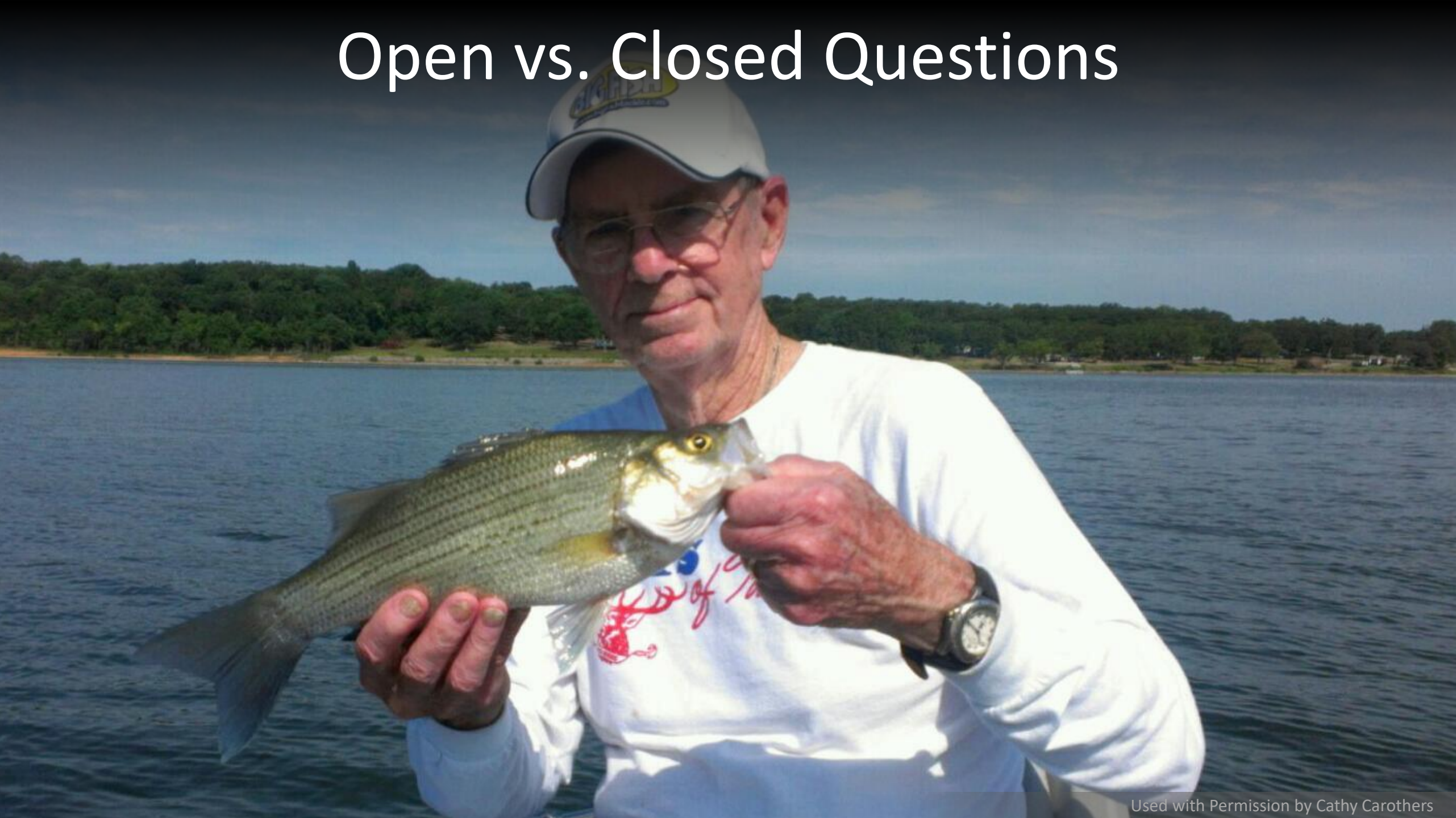
3-Step Counseling Strategy

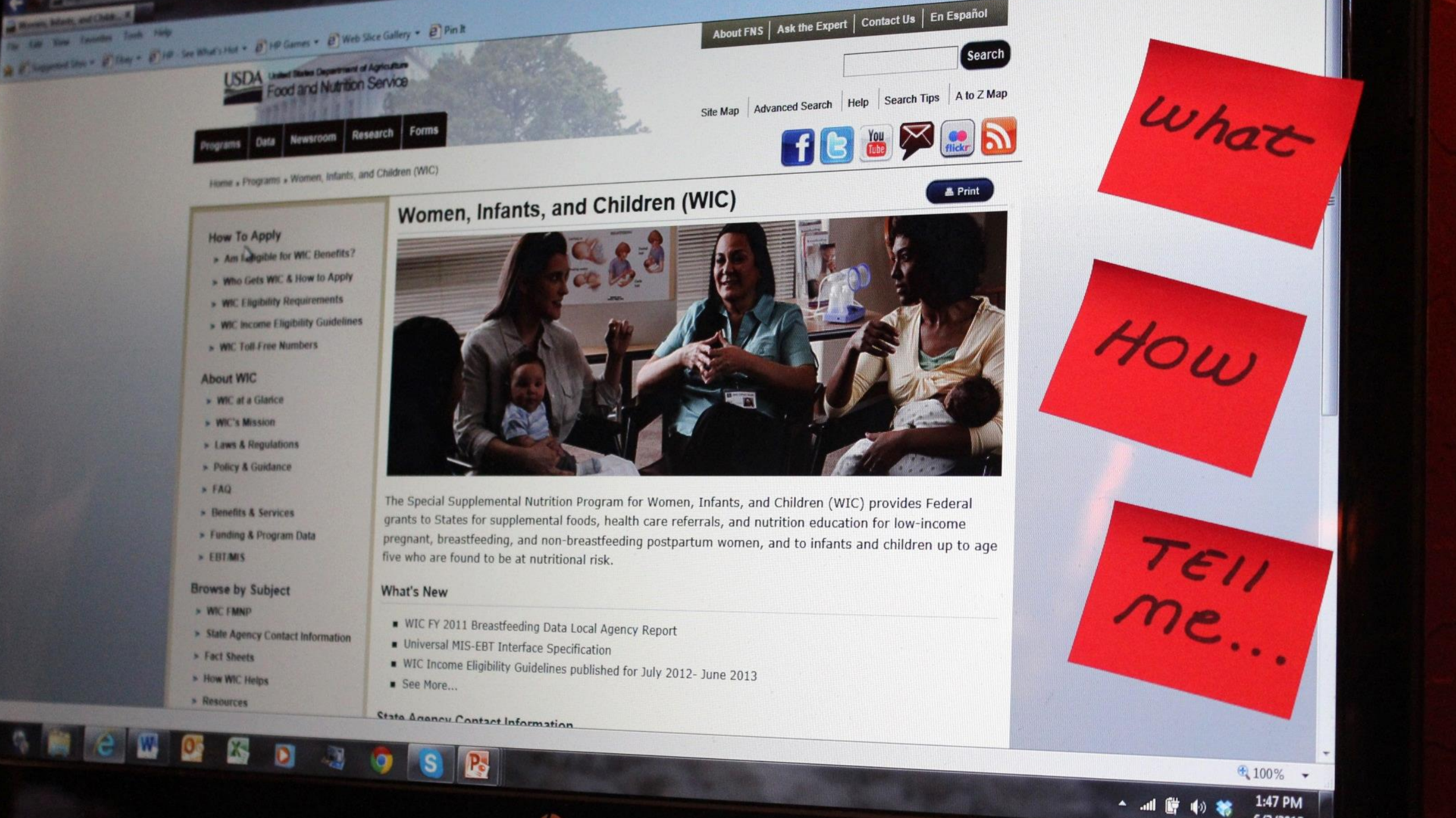
Tools for Connection



Open-
Ended
Questions

Open vs. Closed Questions





Home » Programs » Women, Infants, and Children (WIC)

Women, Infants, and Children (WIC)

Print

- How To Apply**
- > Am I eligible for WIC Benefits?
 - > Who Gets WIC & How to Apply
 - > WIC Eligibility Requirements
 - > WIC Income Eligibility Guidelines
 - > WIC Toll-Free Numbers

- About WIC**
- > WIC at a Glance
 - > WIC's Mission
 - > Laws & Regulations
 - > Policy & Guidance
 - > FAQ
 - > Benefits & Services
 - > Funding & Program Data
 - > EBT/MIS

- Browse by Subject**
- > WIC FMNP
 - > State Agency Contact Information
 - > Fact Sheets
 - > How WIC Helps
 - > Resources



The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides Federal grants to States for supplemental foods, health care referrals, and nutrition education for low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five who are found to be at nutritional risk.

What's New

- WIC FY 2011 Breastfeeding Data Local Agency Report
- Universal MIS-EBT Interface Specification
- WIC Income Eligibility Guidelines published for July 2012- June 2013
- See More...

State Agency Contact Information

What

How

TELL me...

Open Questions

Tell me what you've heard about breastfeeding.

What does your partner say about breastfeeding?

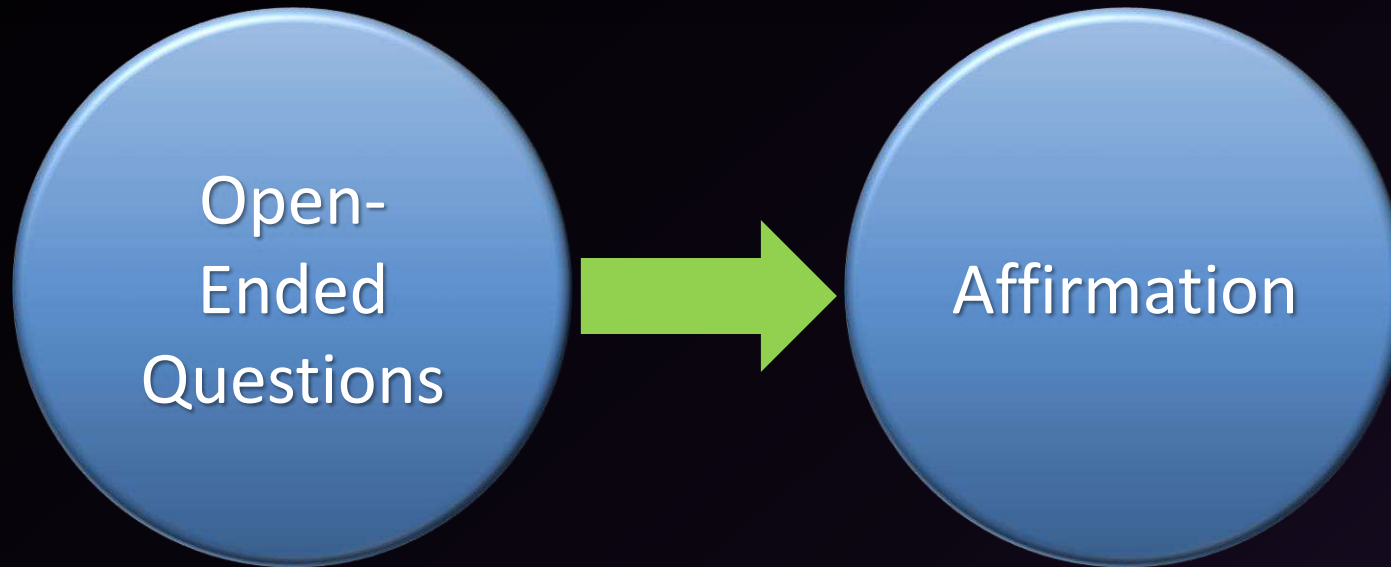
Who will be helping you care for your baby?

What are your plans after the baby is born?

What concerns do you have about breastfeeding during the COVID pandemic?

How do your breasts feel?

Tools for Connection



Step 2: Affirm





Ways to Affirm

Agree with her

You're right. It CAN seem pretty overwhelming at first.

Ways to Affirm

Let her know she's
not alone

I remember feeling that way.

Ways to Affirm

Read between
the lines

It sounds like you are really exhausted.

Ways to Affirm

Find something she's
doing right

Look at you! You should be proud!

Ways to Affirm

Show her she's a
great mother

I can tell what a great mom you are to be concerned.

Affirmation

My breasts are too small to make enough milk.

I want my partner to help feed the baby, too.

I am afraid to take this pain medication since I'm a nursing mom.

Tools for Connection





Telling

Showing

Engaging

Appeal to Emotions



Shared Decision Making



Source: Centers for Disease Control and Prevention, Every Mother, Inc., and Regina Maria Roig-Romero



Photo by Coflective LLC. Used with Permission.



Photo by Cofective LLC. Used with Permission.





Photo by Karen Pike for Vermont WIC Program

Dads

WITHOUT Father's
Support

26.9%

WITH Father's Support

98.1%











Connecting During COVID-19

Title slide
3/27











Zoom Breastfeeding Education



Baby Café Virtual Support Meetings



Lactation Videoconferencing





FIRST UNITED
METHODIST
CHURCH



OFFICE

FIRST LINERS
METHODIST Cleo

AQUAFINA

Healthcare Connections



Mobile Apps



[Employers](#)

[Public Health](#)

[Managed Care](#)

[About](#) 

[Get in Touch](#)

COVID-19's risk to vaccination and breastfeeding rates >> [Read the report](#)

Support that never sleeps

Unlimited video calls with maternal and pediatric experts. No appointments. No waiting.

 [See Pacify in Action](#)

[Translate »](#)

Power of Connection



I define connection as the energy that exists between people when they feel seen, heard, and valued; when they can give and receive without judgment; and when they derive sustenance and strength from the relationship.

--Brené Brown







Cathy Carothers, IBCCLC
Every Mother, Inc.

cathy@everymother.org

Breakout Discussions



Report Out



Questions?

Post-Test



Next Webinar

- December 9 from 2-3:30 p.m. EST
- In the meantime, ask questions and engage with each other on CoLab!
- To request a CoLab account, email healthystart@nichq.org



We are #HealthyStartStrong



Do you have a success story about staying connected with existing clients or building relationships with new clients virtually during the COVID-19 pandemic?

Email your story to healthystart@nichq.org!

Thank You!