Having a Baby Ain’t What It Used To Be

How 10 steps have changed maternity care practices
Information for expectant families and community members

Ohio Infant Mortality Summit 2016

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Disclosures

The presenters have no conflict of interest to declare

Photos and some presentation content have been removed from these slides to make printing more economical for participants.
Thank you

Objectives

• To discuss how hospital maternity care practices are changing to reflect evidence-based care
• To help family members and the community to understand these changes in order to support new moms

Evidence Based Medicine

improved quality, improved patient satisfaction, and reduced costs

(Duke.edu, 2016)

We used to think that smoking was healthy...

Now we know about the dangers

(Google images, 11/1/16)
Breastfeeding is recommended.

1. Breastfeeding is associated with a reduced risk of SIDS. Unless contraindicated, mothers should breastfeed exclusively or feed with expressed milk (ie, not offer any formula or other nonhuman milk-based supplements) for 6 months, in alignment with recommendations of the AAP.

2. Exclusive breastfeeding provides the most protection. However, any breastfeeding has been shown to be more protective against SIDS than no breastfeeding.

Breastfeeding results in a decreased incidence of diarrhea, upper and lower respiratory infections, and other infectious diseases that are associated with an increased vulnerability to SIDS and provides overall immune system benefits attributable to maternal antibodies and micronutrients in human milk. (AAP, 2016)

Exclusive breastfeeding results in a gut microbiome that supports a normally functioning immune system and protection from infectious disease, and this has been proposed as another possible protection against SIDS.

Evidence Based Medicine & Breastfeeding

The 10 Steps to Successful Breastfeeding (WHO) are evidence based

They have been shown, through research and clinical experience to improve breastfeeding success

Research has also shown that breastfeeding improves infant and maternal health (or formula feeding is harmful to moms and babies)

So, hospitals are using this research (evidence) to implement practice changes that improve breastfeeding success

Ten Steps to Successful Breastfeeding

Every facility providing maternity services and care for newborn infants should:

1. Have a written breastfeeding policy that is routinely communicated to all healthcare staff.
2. Train all healthcare staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within half an hour of birth.
5. Show mothers how to breastfeed, and how to maintain lactation even if they should be separated from their infants.
6. Give newborn infants no food or drink other than breastmilk, unless medically indicated.
7. Practice rooming-in— that is, allow mothers and infants to remain together— 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.


Now

Hospitals have developed detailed infant feeding policies that support breastfeeding (and formula feeding)

Many hospital staff have been educated on breastfeeding support and are able to help moms feed their babies.

Many hospital also have Lactation Consultants to help if needed.
Now: Prenatal Education

- Classes
- Tours
- Birth Plans
- Dads go to childbirth and breastfeeding classes too!
- More un-medicated births

4. Help mothers initiate breastfeeding within half an hour of birth.
   *This is interpreted as uninterrupted skin to skin for the first hour of life
   *applies to all babies, regardless of feeding method!

Now: the Magic Hour
Uninterrupted Skin to Skin
Even in the OR!

Wait for the Weight!!

Benefits of Skin to Skin

**Baby:**
- Stabilizes temperature
- Stabilizes heart and breathing rates
- Prevents low blood sugar
- Establishes microbiome from moms bacteria
- Self attachment to breast
- Pain management for blood draws and shots

**(Moore et al 2012)**

**Mom:**
- Improved bonding/connection to her infant
- Less pain post cesarean
- More sensitivity to her infant’s cues
- Less anxiety, controlled heart rate
- Less bleeding
- Improved milk production

5. Show mothers how to breastfeed, and how to maintain lactation even if they should be separated from their infants.

6. Give newborn infants no food or drink other than breastmilk, unless medically indicated.
80% of mothers today start off trying to breastfeed. By 6 months only 51.8% were still breastfeeding.

AAP recommends EXCLUSIVE breastfeeding for 6 months, breastfeed for at least 12 months, and thereafter as long as mutually desired.

Exclusive breastfeeding: research shows this is best for babies & significantly reduces infant mortality.

Formula changes the baby’s intestinal “microbiome” (different/bad bacteria)

When formula added, increases allergies, illnesses, diabetes, and SIDS.

(AAP, 2016, 2012, CDC, 2016)

Practice rooming-in; that is, allow mothers and infants to remain together - 24 hours a day.

*applies to all babies, regardless of feeding method!

The AAP recommends Rooming-In and Skin-to-skin care for all infants:

- Enhances bonding with mom and dad
- Helps baby stay warm and cry less
- Babies cared for in the hospital nursery cry more and may have more trouble breastfeeding than babies who “room-in” with their mothers.
- Mom and baby sleep better
- Makes breastfeeding easier

(Crenshaw, 2007)

Now 7. Practice rooming-in; that is, allow mothers and infants to remain together - 24 hours a day.

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(Crenshaw, 2007)

Photo credit Summa Health

Hunger Cues

All babies have common behaviors that signal their hunger or fullness feeding cues. Your baby’s feeding cues may include fingers and fists in the mouth, which often mean, “It’s time to eat.” Breast or bottle-fed, your baby may ignore a nipple or fall asleep when full.

www.kellymom.com accessed 11.9.16

Google images, 11/9/16
9. Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants.

10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

Now:
- Ultrasound studies show how a baby sucks at breast vs. bottle
- We try to avoid all bottles and nipples as babies suck differently from breast and bottle
- AAP suggests that pacifiers be delayed until breastfeeding is well established
- If a baby requires supplementation, we do so without bottles/nipples

Alternative Feeding Methods

International Code of Marketing of Breastmilk Substitutes
(World Health Organization, 1981)
- Many hospitals do not advertise for formula or give samples
- They will not send you home with formula
- They recognize that breastfeeding is best, and do not want to give a mixed message by also giving formula gift packs.
Ohio First Steps for Healthy Babies

Ohio Department of Health, Ohio Hospital Association, Ohio Breastfeeding Alliance, and others have partnered to offer this award to hospitals working towards compliance with “The 10 Steps”

More than half of Ohio Hospitals are participating!

Ohio Breastfeeding Alliance

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Ohio First Steps for Healthy Babies

Ohio museum apologizes after woman is told not to breastfeed

Associated Press MARCH 23, 2016 — 2:55PM

CLEVELAND — An Ohio museum is encouraging breastfeeding after a Pennsylvania mother’s Facebook post drew a flurry of responses.....

The museum has contacted the Ohio Breastfeeding Alliance, Lowrie said, and they plan to train staff on how to address breastfeeding in public spaces.

Public breastfeeding

Ohio law permits women to breastfeed anywhere she’s allowed to be

3781.55 Breast-feeding in places of public accommodation.

A mother is entitled to breast-feed her baby in any location of a place of public accommodation wherein the mother otherwise is permitted.

"Place of public accommodation" has the same meaning as in section 4112.01 of the Revised Code.

Working and Breastfeeding - Federal Law

The Patient Protection and Affordable Care Act ("Affordable Care Act") amended section 7 of the Fair Labor Standards Act ("FLSA") to require employers to provide reasonable break time for an employee to express breast milk for her nursing child for one year after the child's birth. Employers are also required to provide a place, other than a bathroom, that is shielded from view and free from intrusion from coworkers and the public which may be used by an employee to express breast milk.

Breastfeeding Friendly Child Care Important

Many moms return to work outside the home-

- Knowledgeable about appearance of breast milk, amount to feed, how to store, etc.
- BF babies sometimes eat more frequently and take smaller amounts
- Breast milk looks slightly more clear

Working and breastfeeding is possible!

Wrap up

- Things have changed
- We are learning everyday more about significance of breastfeeding

Questions??

References


Resources


Breastfeeding report card: https://www.cdc.gov/breastfeeding/data/reportcard.htm

Ohio First Step program: http://www.odh.ohio.gov/ohiopages/ohiopages.html

Skin to skin: http://www.kangaroomothercare.com

For childcare providers: http://www.health.state.mn.us/divs/oshii/bf/childcare.html

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