

Community Breastfeeding Support



Cultivating Support, Empowerment,
and Workforce Development

Learning Objectives

- Understand how participant-centered mother-to-mother breastfeeding support differs from traditional education classes.
- Learn techniques for facilitating group discussions and dynamics
- Identify effective strategies for engaging and retaining participation and follow up



My Breast Friends



Gone but never forgotten!
D'Nita Robinson & Juanita Tasby

Baby-Friendly usa

The gold standard of care



The Ten Steps to Successful Breastfeeding are:

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in the skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within one hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
6. Give infants no food or drink other than breast-milk, unless medically indicated.
7. Practice rooming in – allow mothers and infants to remain together 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no pacifiers or artificial nipples to breastfeeding infants.
- 10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or birth center.**



Motherhood can be Isolating



Becoming a Mother



The mother's "decoding" of what she learns happens in a complex historical, political, cultural, and socio-economic context that shapes her experience and identity

Mother to Mother Support



**New Friendships– Community Resources– Find
Belonging–Create a Safe Space–
Release Fear and Inadequacies**

Groups = Breastfeeding Success

- They're about more than breastfeeding
- They build community
- They provide a safe space to ask uncomfortable questions
- They will have live examples
- They may help you breastfeed longer



COMMUNITY SUPPORT

The answer has always been in community. Based on the Black and Brown families we serve, learning from peers and professionals who look like them leads to longer breastfeeding duration.



"I never would have thought I could breastfeed twins, but when I came to a meeting and saw another Black mom breastfeeding her twins I knew it was possible. She shared some tips with me and gave me her phone number in case I had more questions."

"My baby's weight was 14% down, I thought I was doing everything right. Brandi came to help me build my milk supply and got my breastfeeding back on track. My baby is 11 months and I am still breastfeeding. I passed my breastfeeding goals."







Structure

Why	Do want to start this group?	Examples
Who	Is target audience	Pregnant and Breastfeeding Mothers
What	Information, resources, education and support do we want to offer?	Basic breastfeeding information, anticipatory guidance, solutions to common barriers and challenges
When	Is the best time and day to connect our target audience with resources.	Tuesdays at 11:00am – 1:00pm ???
Where	Is there an ideal location where the target group already meets or goes.	WOHC, Eastmont Mall, School, Church, etc

The Space



Physical Space

Seating Arrangement

- Chairs set up in semi-circle
- Pillows or cushions for floor seating
- Sofa's and lounge chairs
- Tables (for food) or other items
- **Open and inviting**

Room Décor

- Primary colors
- Pictures that support breastfeeding
- **Child friendly**
- **Toys to entertain toddler**
- Floor mats





Emotional & Spiritual Space

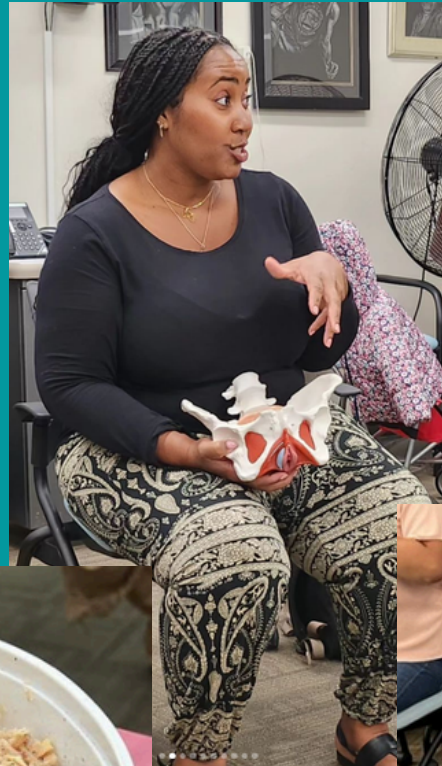
- Setting Intention
- Creating ambiance
- Leaving all negative thoughts and attitudes at the door





**FEED THE
PEOPLE**

Feed the Mind, Body and Soul



Group Dynamics

SURROUND YOURSELF WITH



**THOSE ON THE SAME
MISSION AS YOU**

CULTURAL HUMILITY

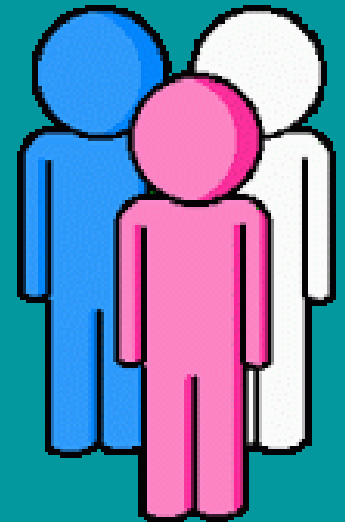
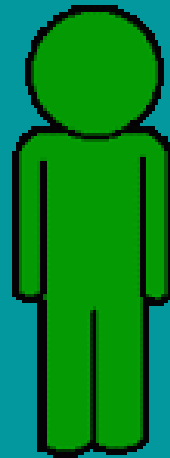
- Never make assumptions about any particular group of people
- Avoid stereotypes
- Culture does not = Ethnicity
- Understand that there may be subcultures within a culture
- Cultural traditions for breastfeeding (galactogogues, foods, environment, limits, etc.)
- We are creating a ***culture of breastfeeding***

Adult Learning Styles

Type	Ways of Learning
Visual (spatial)	You prefer using pictures, images, and spatial understanding.
Aural (auditory-musical)	You prefer using sound and music.
Verbal (linguistic)	You prefer using words, both in speech and writing.
Physical (kinesthetic)	You prefer using your body, hands and sense of touch.
Logical (mathematical)	You prefer using logic, reasoning and systems.
Social (interpersonal)	You prefer to learn in groups or with other people.
Solitary (intrapersonal)	You prefer to work alone and use self-study.

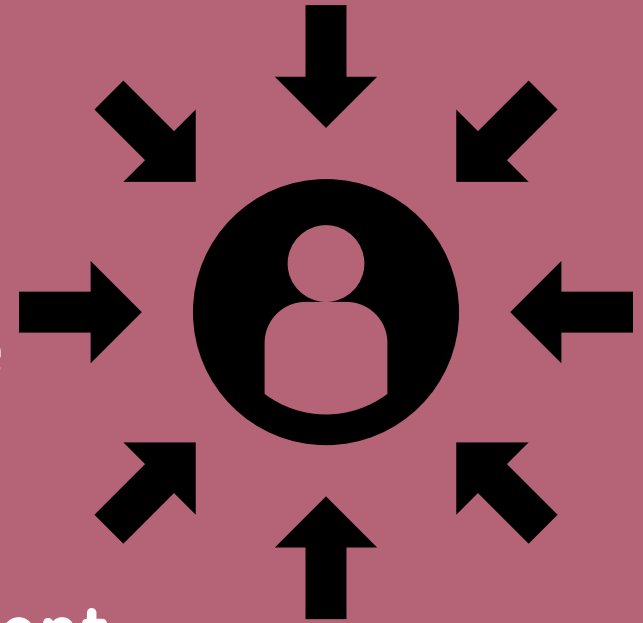
Problem Solving

- Natural Flow
- Awkward Silence
- Negativity
- Heckling
- The Quiet One
- The Talker



Facilitation Vs. Guru

- Groups belong to its members
- We are a wealth of resources
- Everyone has their own expertise
- Gently corrects misinformation
- Bring group back to focus
- Maintains a Respectful environment



O.A.R.S



- Open ended questions
- Affirm
- Reflect
- Summarize

ARE YOU
PREPARED?



Group Preparation

Facilitator

- Agenda
- Community collaborations
- Outreach
- Flexibility in availability
- Set up
- Accountability/check in
- Confirmation of room availability

Support People

- Reminder calls
- Outreach
- Set up
- Sign in
- Food
- Clean up



TIME MANAGEMENT

- How much time is spent on each topic.
- How to transition to:
 - Topics
 - Breaks
 - Activities
 - Wrap up



OUTREACH AND RECRUITMENT



- Hospitals
- WIC
- Community Organizations
- Coalitions/ Lactation advocates
- Social Media

Retaining your Mamas



- Reminder Calls
- Texts the Morning of group
- Bi Weekly Social Media Posts

Now What?

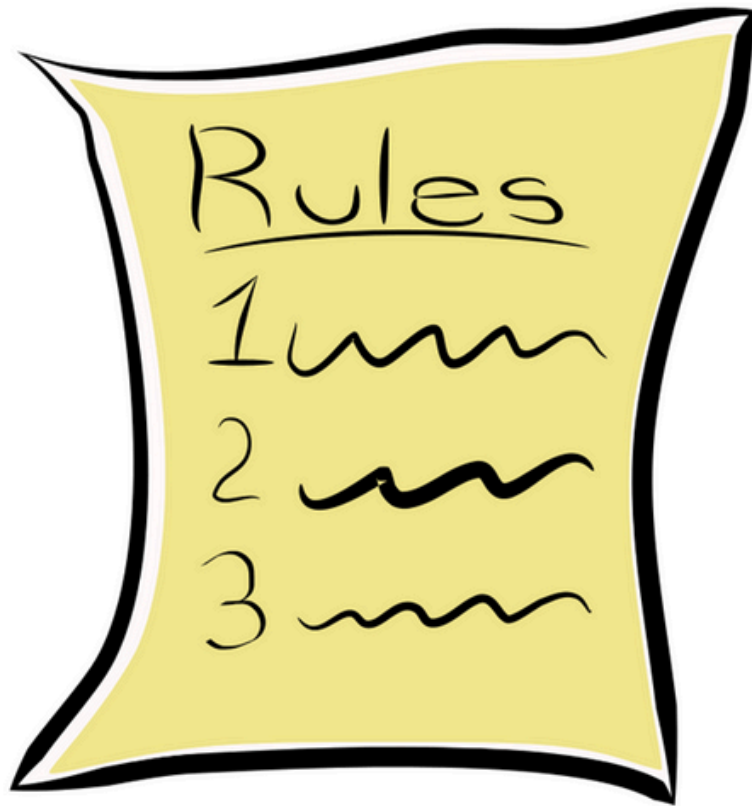
Agenda

Group

- Review Ground Rules
- Welcome/ Introduction
- Check In or Ice Breaker
- Education Topic
- Break/ Lunch/Snack
- Activity Time
- Open Discussion
- Announcements/ Closing



Establishing Ground Rules



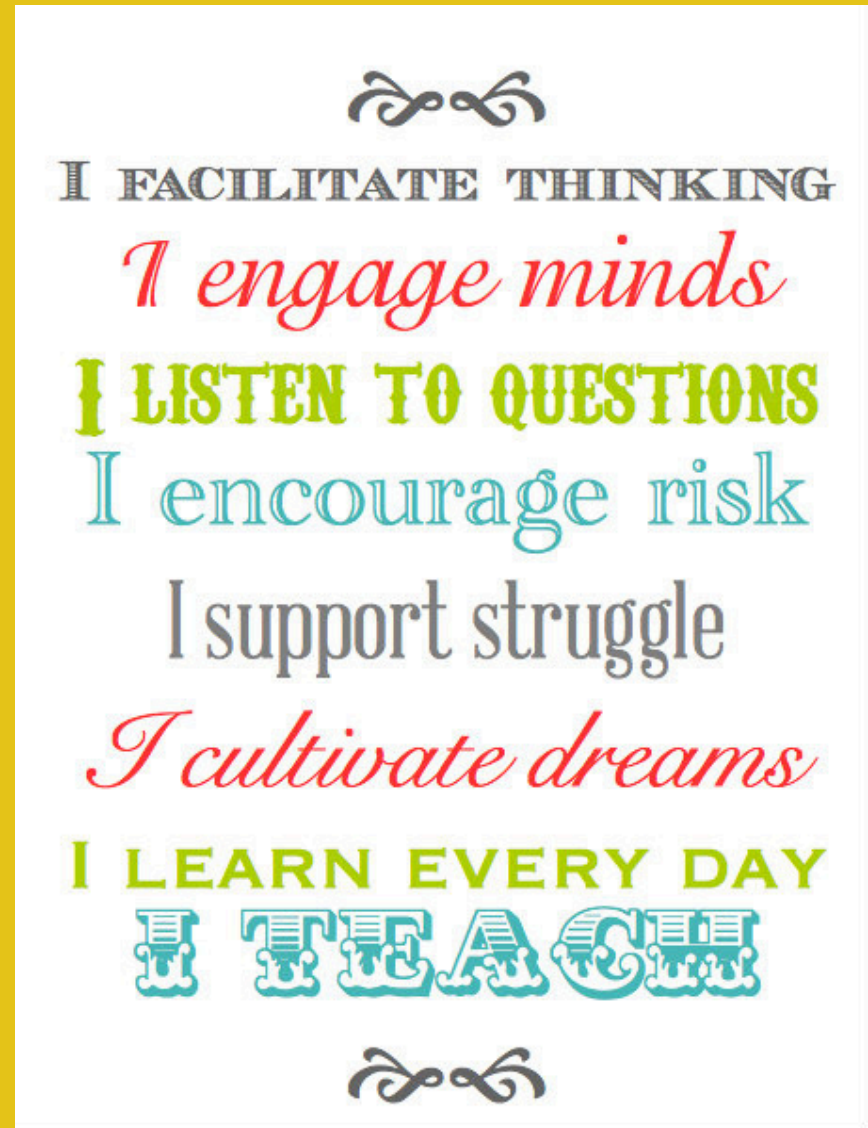
- Keep groups functioning smoothly and effectively
- Help develop a trusting atmosphere within the group
- Reinforced directly or indirectly and as often as necessary

- Silence cell phones
- Respect other group members
- Try to help mothers care for each other and discourage “competition”, judging and evaluating
- Keep to a topic–*“That’s sounds important – let’s talk about that a little later after ___ is done.”*
- Listen to one another
- Be firm and allow the person who was speaking to finish what they were saying first; discourage side conversations that are distracting
- Other suggestions?



Lesson Plans

- Remember less is more.
- Open the floor.
Questions, concerns & ideas.
- Use your Agenda as a guide.
- Always, Always, Always use open ended questions.
- Start and end on time, but accommodate “*Mametime*”



Keep the Discussion Flowing



Reflect

on the important issues that mothers are learning; their interests and concerns

Encourage

mothers to ask themselves questions or reflect on what they have learned from other mothers' stories

Help

mothers problem solve is different than solving their problems and much more empowering

Recognize, Respond and Refer

Know the Resources in your Community!



Food/Housing/
Transportation



Clothing/ Diapers/
Baby Items



Mental Health/ Medical
Providers

MENTAL
HEALTH

INVEST
• in your •
MENTAL
- Health -

Mommy Minutes



Est. in 2013

731

Families

398

Have breastfeed over
1 year

256

Community Support Referral

26

Trained Breastfeeding
Peer Counselors





Thank You!



www.Breastfriendslactation.org



Breastfriends_oakland



Breastfriendsoakland@gmail.com

