

# **Breastfeeding supportive clinic policies help mothers & babies**

## **Webinar Outline**

- I. Introduction (slides 2-7)**
  - A. Overall goals and webinar learning objectives
  - B. Support for breastfeeding
  - C. Exclusive breastfeeding
  
- II. Breastfeeding supportive clinic policies (slides 8-11)**
  - A. Why adopt a breastfeeding supportive clinic policy?
  - B. Policy not difficult to implement
  - C. What clinics with breastfeeding supportive policies do
  
- III. How is Texas doing with breastfeeding? (slides 12-15)**
  - A. Healthy People 2020 breastfeeding goals
  - B. Texas and national breastfeeding rates
  
- IV. Racial, socioeconomic, and geographic disparities in breastfeeding rates (slides 16-19)**
  - A. A look at the disparities
  - B. Clinicians can reduce disparities
  
- V. The role of OB/GYNs, pediatricians, & clinical staff (slides 20-23)**
  
- VI. Eight common barriers to breastfeeding (slides 24-25)**
  
- VII. A closer look: Barriers & the role of clinicians in helping women overcome them (slides 26-43)**
  - A. *Barrier 1*
    - 1. Barrier: Lack of knowledge about benefits & risks
    - 2. Clinicians' role: Educate about risks & benefits
  - B. *Barrier 2*
    - 1. Barrier: Lack of prenatal preparation & unrealistic expectations
    - 2. Clinicians' role: Refer & Educate
  - C. *Barrier 3*
    - 1. Barrier: Perceived Insufficient Milk (PIM)
    - 2. Clinicians' role: Educate, Reassure, & Counsel
  - D. *Barrier 4*
    - 1. Barrier: Formula supplementation & early introduction of solid food
    - 2. Clinicians' role: Educate

*E. Barrier 5*

1. Barrier: Physical challenges to breastfeeding
2. Clinicians' role: Counsel & Refer

*F. Barrier 6*

1. Barrier: Lack of social support
2. Clinicians' role: Educate, Involve & Refer

*G. Barrier 7*

1. Barrier: Unsupportive social norms
2. Clinicians' role: Support, Encourage & Cheer

*H. Barrier 8*

1. Barrier: Work-related challenges
2. Clinicians' role: Encourage, Inform & Refer

*I. Support women's choices*

**VIII. Next steps (slides 44-52)**

- A. How your clinic can adopt a policy
- B. Policy guidelines
- C. Staff training opportunities
- D. Community resources and support

**IX. Summary and Acknowledgements (slides 53-54)**