

Title: Give Your Baby the Best Start

Target Audience: Pregnant Women

Objectives: The client will:

1. Identify one or more reasons why breastfeeding is the best food for babies
2. Identify one or more reasons why breastfeeding is best for mothers
3. Choose one or more strategies that would help mothers continue to breastfeed longer

Teaching Materials Needed, Including Handouts:

1. Interactive display materials including materials required for the activities chosen from the list below.
2. Handout materials that support the activities and display emphasis.

Advance Preparation Needed:

1. Set up display in area easily accessible to attendees
2. Make copies of any handout materials that will be used with the nutrition education center

Class Outline and Methods:

1. The interactive display and handouts will be available during clinic hours.
2. A knowledgeable staff member should be available for client questions regarding the interactive display. See background information on this topic below, under Concepts.
3. Offer the client handouts to reinforce the concepts on the display.
4. The delegated WIC staff person should ask the client if they have any questions. If yes, refer them to the staff person that can answer their questions.
5. The delegated WIC staff person should ask the client, "Tell me one advantage to breastfeeding for either moms or babies" or another question which will assess the objective chosen to emphasize in the lesson.
6. Upon completion of the lesson, a designated WIC staff person should record completion in the client's KWIC record. If the LA chooses, the client's goal can also be entered into KWIC.

Concepts and Key Points:

1. There are many health benefits to breastfeeding both to mother and baby
2. For mothers, breastfeeding reduces the risk of ovarian cancer, breast cancer, helps you lose pregnancy weight, creates a special bond with the baby
3. For infants, breastfeeding reduces the risk of overweight later in life, reduces the risk for SIDS, reduces the incidence of otitis media, diarrhea, constipation, asthma, diabetes and allergies
4. Breastfeeding is convenient, environmentally friendly, and can be done anywhere.
5. Mothers who breastfeed miss less work because their infants are sick less often
6. Mothers can use many strategies to fit breastfeeding into their family routine

7. The support of family, friends, WIC staff and breastfeeding peer counselors can help mothers have a successful breastfeeding experience.

Interactive Component: Choose one or more of the following interactive items:

1. Fix a basket with plastic eggs. Place a slip of paper in each plastic egg listing one or more benefits of breastfeeding to mothers and babies. Have attendees pick an egg from the basket and discuss how the information provided could help them in making the decision to breastfeed their infant.
2. Set up a display showing the cost of infant formula for a 6 month period and then contrast that with the cost of breastfeeding. Include in the display some of the benefits such as less time missed from work, no bottles needed, etc. Discuss with attendees how this information could help them make the decision to breastfeed for at least 6 months.
3. Set up a display which shows what you could buy in place of formula if a mother chooses to exclusively breastfeed. Discuss with attendees how breastfeeding peer counselors and local breastfeeding clinics can help support the mother and baby to begin and continue to breastfeed through the first few weeks and months.

Behavior Change Goal:

The designated staff person will assist the client/caregiver to set a goal based upon the interactive display as outlined in the methods section above.

Procedure for Clients to Ask Questions of Trained WIC Staff:

The designated WIC staff person will either answer the questions or guide the client to the staff person qualified to answer a question posed by the client/caregiver.

Evaluation:

The evaluation will consist of interacting with WIC staff as outlined in the Class Outline and Methods section above.

Comments/Other:

Lesson Plan Written By: Patricia Dunavan, MS, RD, LD, November 2013

Lesson Plan Approved By:

Date:

Sample Display Layout

Give Your Baby the Best Start---Breastfeed!

Breast Milk:

Provides all the nutrients your baby needs to grow

Reduces risk of ear infection and colds

Reduces risk of obesity, diabetes and other diseases

Easier for baby to digest

Always the right temperature



Breastfeeding:

Helps shrink your uterus to pre-pregnancy size

Help prevent excessive bleeding

Helps you lose weight faster

Helps you bond with your baby

Releases hormones to help you relax



