



EMPOWER

THE READY! SET! KAPOW!
OF **BREASTFEEDING FRIENDLY!**

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READY! SET! KAPOW!

- Ready
 - Background
- Set
 - Policy
- KAPOW
 - Implementation




READY!




WOMEN IN THE WORKFORCE

- Mothers are the fastest-growing segment of the U.S. labor force.
- Approximately 70% of employed mothers with children younger than 3 years work full time.
- One-third of these mothers return to work within 3 months after birth and two-thirds return within 6 months.
- Working outside the home is related to a shorter duration of breastfeeding.
- Intentions to work full time are significantly associated with lower rates of breastfeeding initiation and shorter duration.



BENEFITS TO BREASTFEEDING: BABY

- Reduces risk of infection and stomach problems
- Reduces risk of allergic reactions and asthma
- Reduces risk of SIDS
- Reduces risk of childhood leukemia
- Reduces risk of obesity and diabetes
- Transmits mother's immunities to baby
- Provides baby with most easily digested food
- May give a higher I.Q.—especially preemies



BENEFITS TO BREASTFEEDING: MOM

- Saves money in formula and healthcare costs
- Provides a special bond between mom and baby
- Burns up to 600 calories a day
- Releases hormones that relax mom
- Uses a natural resource
- Makes traveling easier
- Makes diapers less stinky
- Protects mom against cancer and diabetes



BENEFITS TO BREASTFEEDING: EMPLOYERS

- Reduced staff turnover
- Reduced sick time/personal leave
- Reduced health care costs
- Higher job productivity, employee satisfaction and morale
- Added recruitment incentive for women
- Enhanced reputation as a company concerned for the welfare of its employees and their families



BENEFITS TO BREASTFEEDING: CHILDCARE CENTERS



- Infants are more resistant to illness
- Diapers have less odor
- Baby is happier
- Breastfed baby spits up less



MORE BENEFITS TO BREASTFEEDING: CHILDCARE CENTERS

If your center participates in the Child and Adult Care Feeding Program...

Breastmilk is a reimbursable component of the infant meal pattern

For children over 12 months – breastmilk is a substitute for cow's milk in the meal pattern for children and the meal is reimbursable.



INCREASED RISK FOR BABIES OF EMPLOYED MOTHERS

- Infants in child care centers are at 69% increased risk of hospitalization for respiratory infection (*Kemper 2006*)
- Being in a child care setting doubles odds of needing antibiotics by age 1.5-5 years (*Dubois 2005*)
- Exclusive breastfeeding at least 4 months had protective effect for 2.5 years
- Among infants of employed mothers who were never sick during the first year, 86% were breastfed (*Cohen 1994*)

Business Case for Breastfeeding



BENEFITS TO BREASTFEEDING: \$\$\$\$\$

If 90% of US families could comply with medical recommendations to breastfeed exclusively for 6 months, the United States would save \$13 billion per year and prevent an excess 911 deaths, nearly all of which would be in infants.



BENEFITS TO BREASTFEEDING: SOCIETY

- Breastfed children are healthier, which makes for a more productive workplace in the future
- Decreased tax dollars spent to subsidize dairy farming, free formula, and health care programs
- Potential for reduced health insurance premiums
- Decreased social costs of morbidity and mortality
- Reduced waste of natural resources and water, and decreased garbage and pollution



SET! (POLICY)

1. Provide breastfeeding mothers a place to breastfeed or express their milk.
2. Provide a refrigerator for storage of breast milk.
3. Reassure nursing mothers that they are welcome by displaying breastfeeding promotion information.
4. Information on breastfeeding will be available to families at least once a year.



#1

Provide breastfeeding mothers a place to breastfeed or express their milk.



ACCEPTABLE?



ACCEPTABLE?



ACCEPTABLE?



ACCEPTABLE VS. NOT

Acceptable

- Electrical Outlet
- Comfortable Chair
- Running Water (nearby)

Not

- Bathroom



#2



Provide a refrigerator for storage of breast milk.






According to OSHA's and CDC's definitions, breast milk is classified as "food" and does not require universal precautions for handling body fluids.



UNBREAKABLE CONTAINER




LABEL



- Must have
 - Infant 's full name (first and last)
 - the date it was brought to the center (Use the oldest milk first)



HOW MUCH?

Ask the mother to store in these amounts:

- Two (2) to Four (4) ounces for Six (6) week old.
- Four (4) to Six (6) ounces for Three (3) month old.
- Five (5) to Eight (8) ounces for Six (6) month old and beyond



HOW OFTEN?



Plan for 3-4 ounces every three hours that they are in care until everyone gets comfortable.



#3

Reassure nursing mothers that they are welcome by displaying breastfeeding promotion information.








#4

Information on breastfeeding will be available to families at least once a year.






INFORMATION OPTIONS

- Topics
 - Benefits
 - Mom
 - Baby
 - Pumping
 - Tips for returning to work
- Modes
 - Posters
 - Bulletin Boards
 - Books
 - Websites
 - Pamphlets






HANDLING OF HUMAN MILK




???????????




BREASTMILK = FOOD

You do **not** need to wear gloves to give a bottle of human milk to a baby.

You do **not** contaminate human milk by touch. Touching human milk is not hazardous exposure nor a potential contaminant.



STORING LIQUID GOLD

- There are different sets of recommendations from different organizations.
- As a childcare center you should be using guidelines from AAP and CDC.
- Mom may be following a different set of guidelines.
- Working with mom regarding storage of breastmilk will avoid problems.



STORAGE GUIDELINES FOR TERM HEALTHY INFANTS

**Arizona Department of Health Services
Breastmilk Storage Guidelines**

Location	Temperature	Duration	Comments
Countertop, table	Room temperature (up to 77°F or 25°C)	6-8 hours	Containers should be covered and kept as cool as possible, covering the container with a cool towel may keep milk cooler.
Insulated cooler bag	5-39°F or -15.4°C	24 hours	Keep ice packs in contact with milk containers at all times, limit opening cooler bag.
Refrigerator	39°F or 4°C	5 days	Store milk in the back of the main body of the refrigerator.
Freezer			
Freezer compartment of a refrigerator	5°F or -15°C	2 weeks	Store milk toward the back of the freezer, where temperature is most constant. Milk stored for longer durations in the ranges listed is safe, but some of the lipids in the milk undergo degradation resulting in lower quality.
Freezer compartment of refrigerator with separate doors	0°F or -18°C	3-6 months	
Chest or upright deep freezer	-4°F or -20°C	6-12 months	

Source: American Academy of Pediatrics



WARMING/THAWING MILK

- Place in warm water. Babies can drink cold milk.
- Shake gently to mix.
- Do not boil.
- Do not microwave. Hot spots can develop, which could burn the baby.
- After human milk is thawed, discard unused portion after 24 hours.



FUN FACTS



Cream rises and forms a separate layer.




- What mom eats may color the milk.
- Milk can pick up certain scents - onions, garlic, mint.
- Milk may smell "soapy" but is still good.
- Milk can get freezer burn.



FEEDING SUGGESTIONS

- Feed with hunger cues.
- Burp well.
- Avoid pacifiers for babies under 2-3 weeks old.
- Important: Some babies prefer to wait for their mother's return and not eat much at the childcare center.



HELPFUL HINTS

- Keep 1 bottle of frozen milk in the freezer for emergencies.
- Keep track of the number of ounces of breastmilk baby ate.
- Discuss with mom ahead of time how to handle times when baby is hungry at the end of the day.
- Mom may be ready or want to feed her baby as soon as she arrives at the center.



OTHER WAYS TO BE SUPPORTIVE

- Have a clear breastfeeding policy and resources for the center that is given to parents.
- Praise mom for providing the very best nutrition to her baby.
- Keep track of wet, soiled diapers for mom.
- Keep track of amount baby consumes and report to mom.



CRITICAL TIMES FOR SUPPORT....

- The transition back to work can be a difficult time for moms and babies and she may feel that she is unable to pump enough or continue pumping. Praise her efforts and encourage her to talk to a breastfeeding professional.
- When baby is teething
- When mom needs to take medications
- When baby is having a "growth spurt"
- When pumping isn't going well
- When mom thinks her supply is declining



BREASTFEEDING QUESTIONS?

Arizona Department of Health Services Pregnancy and Breastfeeding Hotline
1-800-833-4642

(24 hours a day, 7 days a week, Multilingual)



EMPOWER STANDARD #3 QUESTIONS?

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