

MOM PROGRAM

Policy on Breastfeeding

In concordance with much research and the statement by the American Academy of Pediatrics, the MOM Program enthusiastically supports parents' plans to breastfeed their baby. We believe that breastfeeding ensures the best possible health, development, and psychosocial outcomes for babies.

Policy: It is the policy of the MOM Program to encourage families to breastfeed their babies by promoting, educating and referring them to breastfeeding services.

The staff will:

- Learn the health benefits of breastfeeding through professional education
- Collect data on breastfeeding participants and aim to increase both adoption and continuation of breastfeeding
- Access community resources that will support breastfeeding mothers and babies

Education of breastfeeding women and infants relies on:

- Staff who are educated on all aspects of providing breastfeeding support. Staff may rely on community resources to support their families. Staff can be educated through the Philadelphia Department of Health.
- The MOM program team will inform women and families about the benefits and management of breastfeeding by providing information and culturally appropriate discussion prenatally.
- Staff will continue to inform parents about the importance of exclusive breastfeeding and the hazards of unnecessary supplementation.
- Staff will assess mothers and infants during early breastfeeding adoption for their successes and challenges. Mother and baby are encouraged same room sleep in different beds in order to foster on demand feeding safely. Staff will assess mothers and infants for infant feeding anticipatory guidance.

Infant feeding education includes teaching:

- Infant feeding cues
- The importance of frequent feedings to help establish and maintain an adequate milk supply.
- Utilizing and reviewing patient information sheets (Parents as Teachers and others) at visits.
- Using appropriate anticipatory guidance that supports exclusive breastfeeding until infants are about 6 months old, and encourages the continuation of breastfeeding as long as mutually desired by the baby and mother.
- Explaining the occurrence of growth spurts and the need to increase breastfeeding frequency during those periods
- Counseling families about the normal sleep patterns and behaviors of a breastfed baby.
- Information about appropriate introduction of solid foods and when use of vitamin and mineral supplements might be recommended.
- Basic nutritional counseling and guidelines to the breastfeeding mother.
- Counseling mothers on the contraindications of illicit drug use and breastfeeding.
- The continuation of breastfeeding during maternal illness and when planning to undergo medical or dental procedures by referring mothers to other health care professionals
- Provide appropriate instruction about oral hygiene for infants.

___ Breastfeeding Supports

- Commending breastfeeding mothers at every visit for continuing to nurse their babies. Counsel mothers about ways to overcome negative social pressures related to breastfeeding.
- Provide anticipatory guidance and age-appropriate breastfeeding intervention as part of every visit and charting aspects and response to the guidance offered in the participant record.
- Advocating for employers in the community to adopt workplace practices that are supportive of breastfeeding.

Refer mothers to community supports:

- Who can further show mothers how to breastfeed and how to maintain lactation when they will be away from their babies.
- Explain optimal breastfeeding practices and demonstrating correct breastfeeding technique to mothers and families.
- Provide current, culturally appropriate breastfeeding educational resources to breastfeeding mothers.
- Provide specialty information when breastfeeding challenges arise.
 - Provide current information about breastfeeding and the effect of maternal medications at [Lactmed](#)
- Manage common illnesses in breastfed infants to avoid unnecessary interruptions or disruptions of breastfeeding.
- Educate parents about the normal nursing behaviors of the older breastfeeding baby or toddler.
- Who will advocate for employers in the community to adopt workplace practices that are supportive of breastfeeding.

Communicate support for breastfeeding environment by providing breastfeeding privacy and creating a warm and supportive environment.

Referrals and supports for the breastfeeding mother and infant
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Philadelphia Department of Public Health, Division on Maternal, Child and Family Health:
<https://www.phila.gov/services/mental-physical-health/get-health-care-and-support/family-and-childrens-health-care/get-breastfeeding-support/>

Lactation consultants. 215-685-5237, 215-685-8457

https://www.phila.gov/media/20200312104424/Breastfeeding-Resource-Directory_2020.pdf

Contact your MOM staff person to get the code for the FREE Pacify app.

Philadelphia WIC: <https://www.wicprograms.org/ci/pa-philadelphia> <http://northwic.org/>