

Presenter Notes for the *Munch & Move* Staff Development Kit – Key Message: Encourage & support breastfeeding

What to bring to the session:

- A printed copy of the *Munch & Move* Record of Completion
- A printed copy of the reflective practice document
- A copy of the *Munch & Move* Resource Manual

Note: If you are undertaking this module – please ensure your service has already completed 'Module 1 – Program Overview of the Staff Development Kit'.

Slide 1:

Welcome to the *Munch & Move* Staff Development Kit **Munch** 'key message' module *Encourage & support breastfeeding*. Let's get started with a statistic on breastfeeding.

Slide 2:

Only 29% of infants in NSW are exclusively breastfed until 6 months of age. There is a direct link between this key message – *Encourage & support breastfeeding* - and the 'Healthy eating guideline' in the orange outlined box on the slide. It tells us 'Exclusive breastfeeding is recommended, with positive support, for babies until around six months. Continued breastfeeding is recommended for at least 12 months and longer if the mother and baby wish'. It appears our breastfeeding statistic is falling well short of this guideline.

Is there scope to increase this statistic through encouraging and supporting breastfeeding at our service? Remember, even if there are no babies at the service, we still need to encourage and support breastfeeding for the service families. For example, mothers who are breastfeeding siblings of the children attending the service.

Slide 3:

Research tells us that breastfeeding provides both immediate and long term health benefits for both the mother and her infant. To be able to encourage and support breastfeeding at the service, it's important that we understand what the benefits of breastfeeding are.

ACTIVITY:

Please follow the directions in the 'Green Activity Box' and 'Take 2 minutes to discuss the benefits of breastfeeding for both mum and her infant'.

(Take 2 minutes to discuss with your colleagues)

Slide 4:

In the discussion we may have addressed some of the points listed on the slide.

There are so many positive benefits of breastfeeding for both mum and infant. Understanding these 'breastfeeding benefits' is the first step to encouraging and supporting breastfeeding at the service.

Slide 5:

There are many strategies that services can undertake to become a 'breastfeeding friendly service'. Firstly, register with the *Australian Breastfeeding Association's* 'breastfeeding welcome here' program –the service could even become an 'accredited breastfeeding friendly workplace'. If the service is already a member of the 'breastfeeding welcome here' program - where is the 'Breastfeeding

Welcome Here' sticker located, how do we keep this sticker visible and how do we promote that 'breastfeeding' is welcome at the service?

ECEC services play an important role in encouraging and supporting mothers who wish to continue breastfeeding when their babies come into care. We need to ensure mothers know that they can combine work, childcare and breastfeeding. When mothers first enquire about enrolling their baby at the service, this is the perfect and best time to mention that the service is 'breastfeeding friendly' and is able to support mothers to continue breastfeeding. Mothers need to know this well in advance of their baby coming to the service so they don't wean their baby off the breast in the mistaken belief that the service doesn't support breastfeeding.

Make sure mothers know that the service:

- provides a quiet, suitable environment for mums to breastfeed or express breastmilk – an example of such a space is on the slide with its related link to the *National Quality Standard* underneath; and
- as required in *National Quality Standard* Element 2.1.3- Healthy Lifestyle – in the blue box left of this slide – inform mothers that the service has policies and procedures in place to correctly and safely store, heat and handle expressed breastmilk.

Services also need to provide families with practical breastfeeding information, for example information from the *Australian Breastfeeding Association* and advice on how to safely store and then transport expressed breastmilk to the service.

It is also important that service's work with families to develop a suitable feeding management plan for the infant and that this plan is reviewed regularly. A sample breastfeeding management plan and breastfeeding policy is available on the Munch & Move resources page on the Healthy Kids website.

Slide 6:

We understand for some mothers that breastfeeding is not possible, and services need to also welcome and support these parents who may be feeding their babies infant formula. As stated in the 'Healthy eating guideline' on the slide – 'If an infant is not breastfed, is partially breastfed, or if breastfeeding is discontinued, use an infant formula until 12 months of age'. From 12 months of age children can then be transitioned to full cream cow's milk - if the child has no allergies.

Detailed information on preparing infant formula can be found in Section 1 of the *Caring for Children: Birth to 5 years* publication and the *Get Up & Grow* resources.

Slide 7:

As stated in the 'Healthy eating guideline' on the slide – solid foods can be introduced to infants at around six months of age. A baby's first solid food is an important milestone for the family, as well as the baby, so educators need to work closely with families as babies transition to solids to ensure cultural and family values are met.

There are a number of reasons why solids are introduced at around 6 months of age related to developmental milestones as listed in the green box on the slide.

When it comes to introducing solids, the Commonwealth Government's *Infant Feeding Guidelines Summary* - in the dark blue box on the slide - now states 'foods can be introduced in any order provided iron-rich nutritious foods are the first foods and the texture is suitable for the infant's stage of

development. Cow's milk products including full-fat yoghurt, cheese and custard may be given, but not cow's milk as a main drink before 12 months'.

Slide 8:

ACTIVITY:

Now that we have shared the *Encourage & support breastfeeding* 'key message' module, let's take 5 minutes to begin the 'Reflective Practice' task on the slide using the hardcopy version of this document.

Once we have completed the 'Reflective Practice' task for this 'key message', we can transfer any identified 'areas for improvement' onto our service's *Quality Improvement Plan* – especially for *National Quality Standard 2.1 Health and its related element 2.1.3 – Healthy Lifestyle*.

(Take 5 minutes with your colleagues to complete the reflective practice questions.)

Slide 9:

The *Munch & Move Resource Manual: Birth to 5 years* includes information to support the service to *Encourage & support breastfeeding*.

The *Healthy Kids* website also hosts other supportive resources, such as the *Caring for Children: Birth to 5 years* publication, family fact sheets and the *Starting Family Foods* brochure as well as a sample breastfeeding management plan and breastfeeding policy.

Slide 10:

Congratulations – we have now completed the 'key message' module *Encourage & support breastfeeding*.

Please ensure the 'Record of Completion' is completed for this module and remember to link the 'Reflective Practice' task to the service's *Quality Improvement Plan*.

Let's select the next 'key message' module and schedule a date and time to share it.