

NE LESSON CODE BF-000-27
Breast Is Best: Scientifically Proven Benefits of Breastfeeding

PARTICIPANTS:

This is a motivational breastfeeding lesson for pregnant WIC participants.

OBJECTIVES:

The participant will be able to name 3 ways that breastfeeding will benefit her.
The participant will be able to name 3 ways that breastfeeding will benefit her baby.

MATERIALS:

One or two breastfeeding posters, such as:

Mother's Milk: Baby's First Immunization (stock #13-16)

Mother's Milk: Our Most Precious Natural Resource (stock #13-54)

Start a Family Tradition: Breastfeed (stock #13-158)

Another Satisfied Customer (stock #13-97)

TV/VCR

Video, *The Benefits of Breastfeeding*, by Eagle Video Productions, available for Texas WIC clinics. To order additional copies use the Texas WIC Materials Order Form and fax to Publication Coordinator at (512) 458-7446. Others may order the video from Eagle Video Productions at 1-800-838-5848 or http://www.eaglevideo.com/breastfeeding_video.htm.

HANDOUT:

Breastfeeding: The Best Choice brochure, stock #13-184

OPTIONAL MATERIALS OR HANDOUTS:

A gift bag with colorful gift cards inside, cards attached. Participants will take the gift cards home with them.

If you use bulletin board idea #2, attached, use sample gift tags, attached.

Bulletin board showing breastfeeding benefits, sample ideas attached.

Note about New Lesson Survey Forms:

The first few times a new lesson is presented, staff and participants need to complete the survey forms attached at the end of this lesson. Please note that the staff survey form is different from the participant survey form. Only 10-20 participant surveys need to be completed. Please mail completed New Lesson Surveys to:

Delores Preece
Texas Department of Health
Bureau of Nutrition Services
1100 W. 49th Street
Austin, Texas 78756

Teaching Tips for Optional Bulletin Board and Activity:

Prepare your clinic waiting room or classroom by decorating a bulletin board that lists the benefits mentioned in the video. See attached bulletin board sample “#2.” Gift wrap boxes and put them on the bulletin board. Place a tag by each gift box, using attached tags. Copy attached tags on color paper, or print them on a color printer from the WIC lessons web site at <http://www.dshs.state.tx.us/wichd/nut/bf27cards.shtm> . You may wish to laminate the cards so they will last longer.

Put a colorful gift bag on a table in the classroom. Copy the attached gift cards on color paper. Fold each card in half, print side out. Put them in the gift bag. Each card has a breastfeeding benefit on one side, and a healthy recipe or parenting tips on the other. Use this lesson as part of a World Breastfeeding month activity. Create a baby shower or party atmosphere in the classroom with streamers, balloons, and refreshments.

ICEBREAKER:

Do you have a favorite food, one that you think is the “perfect food” for you? Give participants an opportunity to answer.

We know there is no one perfect food for children and adults. Although we have favorites, we need a variety of foods to stay healthy. But your new baby is lucky. There is a perfect food for babies, the only food they need for the first six months of their lives: breastmilk. Even if your diet is not perfect, there is no healthier food for your baby than your breastmilk.

OPTIONAL ACTIVITY:

Breastfeeding provides many gifts -- gifts that last a lifetime! So before we watch our video today, I am going to give each of you a sample of the kind of gift breastfeeding provides.

Pass the gift bag around and let each mom pick a “gift” from the bag.

Ask participants to share their “gifts” by reading aloud the benefits on their cards. Or you may read the benefit aloud after the card is drawn. **Take your gift card home with you to remind you of one of the many gifts breastfeeding provides. Try the healthy recipe on the back of your gift card or the parenting tips. Share them with your friends who have babies.**

INTRODUCE VIDEO:

Let’s learn more about the gifts breastfeeding has in store for you and your baby.

SHOW THE VIDEO: *The Benefits of Breastfeeding.*

DISCUSSION:

How does breastfeeding help your baby? Possible answers:

- protects against infection
- is easy to digest
- helps protect against allergies
- helps improve baby's vision
- may improve baby's brain development
- helps develop strong teeth and jaws

How does breastfeeding help the mother? Possible answers:

- helps mom heal faster
- helps lower risk of osteoporosis
- helps moms with diabetes feel better
- lowers mom's risk of ovarian cancer
- may help lower risk of breast cancer
- helps mom lose weight faster

Distribute brochure, ***Breastfeeding: the Best Choice***, stock #13-184.

What questions do you have about the video or about what you learned today? Allow participants to voice concerns and questions. Answer all questions.

If you think of anything else you want to ask about breastfeeding, please call me. If you have questions or need help after your baby is born, call me, or the hotline number listed on the back of your brochure 1-800-514-6667.

ORAL OR WRITTEN EVALUATION:

Give the oral or written evaluation.

Oral or Written Evaluation

1. **Three ways that breastfeeding benefits mothers are (check only the three benefits that apply):**

- 9 Helps with natural weight loss
- 9 Helps uterus get back into shape
- 9 Reduces risk for ovarian cancer
- 9 Reduces her risk for ear infections
- 9 Increases her I.Q.

2. **Three ways that breastfeeding benefits babies are (check only the three benefits that apply):**

- 9 Improves vision
- 9 Protects from infection and disease
- 9 Helps with weight loss
- 9 Reduces risk for obesity
- 9 Helps shrink uterus

Answers:

- 1. helps with natural weight loss
helps get uterus back into shape
reduces risk for ovarian cancer
- 2. improves vision
protects from infection and disease
reduces risk for obesity

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Lesson Survey Form - Participant

1. **I am: (you may circle more than 1)**
 - a. pregnant
 - b. breastfeeding
 - c. parent of an infant
 - d. parent of a child
 - e. family or friend

2. **How much did you like the video?**
 - a. a lot
 - b. a little
 - c. not at all

3. **Do you plan to use the recipes for chili soup?**
 - a. yes
 - b. no

4. **Do you think this is a good video to show at WIC?**
 - a. yes
 - b. no

Why? _____

5. **What is the most useful thing you learned from the video and discussion today?**

6. **Comments:** _____

Thank you for your comments!