

# Breastfeeding in Term infants

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# Prenatal Visits

- Empowerment of Mother-to-be
- Opportunity for Father-to-be Participation
- Risk Assessment and Healthy Behaviors Promotion
- Learning Rational and Skills
- Education of other important issues (tobacco, injury, ...)

# Skin to skin Contact

- **Bonding & Attachment**
- **Colostrum Nourishment**
- **Decreased Risk of Sepsis and Infections**
- **Thermoregulation**
- **Guarantee of Breastfeeding Duration and Continuity**

# PostPartum Consultation

- Family Support
- Maternal Self-Care
- Learning Different Positions of Breastfeeding
- Addressed Mother and Family issues
- Talk about Breast Problems (e.g. engorgement, nipple sore, ...)
- Latching
- Teaching about THE STAGES OF MILK PRODUCTION (lactogenesis I through III)

# PostDischarge Visit

- **Baby Weight Gain**
- **Maternal Fatigue and Stress**
- **Correction of Breastfeeding Positions/ Latch**
- **Mothers with Special Needs or Problems**
- **Breast Problems** (e.g. engorgement, nipple sore, ...)
- **Breastfeeding and Return to Work or School**
- **Thrush Treatment**

# Health Care Providers

- **Empowering all health Care Provider Groups**
  - **All Specialty Physicians**
  - **Nurses**
  - **Midwives**
  - **Lab Personnels**
  - **Others**

# Formula Industry threats

- **Code of Marketing breaking**
- **Social Media advertising**
- **Time and Knowledge lack in Health Care providers**
- **Social Pressures**