

## MASSACHUSETTS GENERAL HOSPITAL

*MGH began the journey to become designated as a Baby Friendly Institution with the goal of every mother and infant having the opportunity to receive care in an environment that fully supports women and infants.*



**SAMPLE**  
**BABY-FRIENDLY JOURNEY**

**How do you educate a new mother on the signs of hunger?**

**EARLY Cues “I’m hungry”**

- Stirring
- Mouth Opening
- Turning head
- Seeking/rooting

**LATE Cues “Calm me, and then feed me”**

- Crying
- Agitated body movement
- Color turning red

**Mother asks “how often do I feed my baby?”**

- Feed baby on cue
- Whenever baby is hungry

**Can you demonstrate how to assist a mother to position and attach her infant for breastfeeding?**

- Head and body in straight line, hold infant close, nipple to the nose
- Wait for baby to open mouth wide, bring to breast with leading with baby’s chin, ensure baby’s bottom lip touches breast well away from base of nipple, aim nipple to roof of mouth

**What are the signs of good attachment?**

- Baby content on breast
- Rapid sucks with swallows
- Both of the baby’s lips are flipped out and not flipped in
- more of the areola should be visible above the top lip than below the bottom
- chin indenting mother’s breast, cheeks rounded

**What are the signs that an infant is latching well and transferring milk?**

- Slow deep sucks
- Audible swallows

**Mother asks if she can send her baby to the nursery. What do you say?**

*We recommend mother and baby stay together.*

- Mothers and babies sleep better, cry less
- Breastfeeding is established more quickly and continues longer
- Mother’s recognize early feeding cues
- Increases mother’s confidence
- Babies are exposed to fewer infections

**Mother asks for a pacifier. What do you say?**

*We do not recommend artificial nipples or pacifier use until breastfeeding is established (about one month)*

***(Mother’s response will be confirmed against the documentation in her chart)***

- Ask if anyone spoke with her regarding the risks and consequences of using a pacifier?
- Explore the reason for the request and offer support based on the reason *for example: “Baby will not stop crying”*  
Provide tips on how to soothe infant.
- Swaddling, Shushing, Swaying
- Explain it is important for your baby to breastfeed frequently throughout the day and night to establish a good milk supply
- If a hungry baby sucks on a pacifier you may miss early feeding cues which can lead to decreased milk supply

**Mother states it is painful when the baby is breastfeeding. What do you do?**

- Check for proper alignment
- Mother should only see one of the infant’s eyes
- the baby’s ear, shoulder and hips should all be in a straight line
- support the baby’s bottom

**What is the importance of avoiding giving supplements of formula to breastfed babies unless clinically indicated? (At least 2 points are needed)**

- Decreased breastfeeding leading to reduced milk supply
- Mother loses confidence in breastfeeding
- Allergic sensitization of baby

**Where would you find the infant feeding policy?  
(you will need to demonstrate)**

- MGH Policies and Procedures

**How were you oriented to the policy?**

- During my hospital and unit orientation

**Have you had any breastfeeding training while employed at MGH?**

- Yes

**How many hours?**

- OB & Pedi Providers: 3 hours
- RN: 20 hours—5 supervised with an LC

**Why is it recommended that products, samples and teaching materials bearing company brands and logos not be distributed to patients?**

- May be seen as product endorsement
- May imply product is needed for healthy outcome
- May imply that product is equal or superior to breastfeeding

**Why is it important for all women to receive information about the benefits of breastfeeding?**

- To allow fully informed choice

### **COMMON QUESTIONS and SUGGESTED RESPONSES**

**Breastfeeding mother asks for a formula. What should you say? (Mother's response will be confirmed against the documentation in her chart)**

- Exclusive breastfeeding is recommended for the 1<sup>st</sup> six months of life
- Feeding your baby formula will decrease their feedings at your breast
- reduce your milk supply
- Increases engorgement

**Why is it important that all pregnant women receive information about the management of breastfeeding?**

- To prepare them for breastfeeding

**Please list 4 benefits of breastfeeding for mothers and/or babies**

**(1) Short term**

- protects babies from as ear infections
- respiratory infections
- urinary tract infection, diarrhea
- sudden infant death syndrome (SIDS)

**(2) Long term**

- Lower incidence of asthma, type 1, type 2 diabetes, childhood obesity
- some types of cancer

**(3) Benefits for mom**

- Decreases postpartum bleeding
- decreases risk of breast and ovarian cancer
- quicker return to pre-pregnancy weight

**(4) Benefits Financially**

- Economical
- financially beneficial to both parents and hospital

**Why is rooming-in important for breastfeeding?**

**(At least 3 points are needed)**

- Mother learns feeding cues
- Mother learns how to handle and comfort her baby
- Enables demand feeding
- Baby learns to recognize its mother

**Why is cue-based feeding important for successful breastfeeding? (At least 2 points are needed)**

- Ensures a good milk supply
- Prevents engorgement
- Ensures a contented baby

**Why should artificial nipples and/or pacifiers be avoided during the establishment of breastfeeding? (Both points are needed)**

- May make it more difficult for baby to attach to the breast
- Interferes with cue-based feeding leading to decreased milk supply

**Do you teach mothers how to position and attach their babies for breastfeeding? (Need to be able to correctly demonstrate)**

- Yes

**Why is skin-to-skin important? (At least 3 points are needed)**

- Regulates temperature of mother and infant
- Facilitates initiation of breastfeeding
- Has positive impact mother-infant bonding
- Calms mother and baby
- Regulates heartbeat and breathing
- Regulates infant blood glucose levels and prevents hypoglycemia

**When should skin-to-skin be initiated? (Both points are needed)**

- Immediately following (within 5 minutes) of birth unless there are medical problems
- As soon as the mother is able following a Cesarean birth

**How long should skin-to-skin last in the immediate postpartum period? (Both points are needed)**

- As long as the mother wishes
- At least until after the first breastfeeding

**Why is correct positioning and attachment important? (All 3 points are needed)**

- Ensure efficient milk transfer
- Ensure sufficient milk supply
- Prevent sore nipples

**Can you describe how you would teach a mother to hand express?**

**(Both points with \*need to be included in response along with another)**

- Stimulate breast with massage and nipple rolling
- \*Gently grasp the breast with thumb and forefinger at the approximate location of where the baby's lips would locate for a correct latch and pull the breast back toward the chest wall
- \*Using forefinger and thumb gently compress and roll towards nipple in a steady rhythm **without** sliding fingers along skin
- Milk may take a few minutes to flow
- Rotate fingers around the breast to express all quadrants of the breasts

**Can you describe what important information non-breastfeeding mothers need to know in order to safely prepare formula and feed their babies? (4 points must be mentioned)**

- Safe storage
- Safe handling
- Appropriate reconstitution
- Appropriate hygiene
- Accuracy of measurement of ingredients
- Cleaning of utensils and equipment
- Appropriate feeding methods

**Why is it recommended that all breastfeeding mothers are taught to express their milk by hand? (At least 3 points are needed)**

- Better to express colostrum
- Help baby to attach
- Relieve engorgement
- Deal with blocked duct
- May work better than a pump in hospital

**Why is it important that mothers with a baby in the NICU are advised to express their milk as soon as possible after delivery? (Both points are needed)**

- Provide colostrum to the baby
- Stimulate milk supply

**How often should mothers with a baby in the NICU be advised to express their milk?**

- At least 8 times in 24 hours, including at night