



Smart Phones – Part of the Breastfeeding Support Network

A tool to support breastfeeding counseling anywhere! Mobile lactation support to accommodate geographical distance, disparate schedules, lack of transportation and more!

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Conflicts of Interest

None to disclose

Who got me
into all of this....



Objectives

Attendees will be able to discuss benefits and limitations of communicating with families via text, email and messaging.

Attendees will be familiar with how to create shortcuts in their Smart Phone to save previously written texts, links to websites, videos, etc.

Understand how to use a Smart Phone to enhance the breastfeeding support they provide.

"Oh that's okay, I have received too much breastfeeding support already," said no mother ever.



Phones can be a part of a network of support



- Puts families in touch with someone that can triage BF
- We can ask pertinent questions to identify potential risks
- Offer suggestions and comfort measures and facilitate follow-up
- Direct families to reputable online resources

Surgeon General's Call to Action to Support Breastfeeding

Action 4 Use community-based organizations to promote and support breastfeeding.

- Support and fund small nonprofit organizations that promote breastfeeding in communities of color.
- Integrate education and support for breastfeeding into public health programs that serve new families.
- **Ensure around-the-clock access to resources that provide assistance with breastfeeding.**

telephone triage, “warmlines,” hotlines, online networks

Creating a Breastfeeding Support Network

Create a network of knowledgeable, passionate individuals in multiple disciplines to support families on their breastfeeding journey

Guide families to the resources they need in a timely fashion

Build bridges for families prenatally, through birth experience, postpartum period and as they transition back into the community

Ultimate Goal: Increase breastfeeding duration rates and strengthen community ties



Interventions delivered in **multiple settings** have higher improvements in breastfeeding rates.

Greatest Improvement seen with

Early initiation of BF

Exclusive BF

Duration Rates

home & community

health systems & community

health systems & home settings

“Interventions to improve breastfeeding outcomes: a systematic review and meta-analysis.” Acta Paediatrica Dec 2015 Volume 104, Issue Supplement S467, 114-134.

Implied Consent

Consent when circumstances would lead a reasonable person to believe consent has been given even though no direct or explicit words of permission have been shared. Permission is implicitly given by the situation.

She sends you a text.

She replies to a text and asks a question or for information.

You are having a two way conversation.

BUT you need to be careful....

HCPs have a high bar for confidentiality

Counselors inform clients about the inherent limits of confidentiality when using technology. Counselors **urge clients to be aware** of authorized and/ or unauthorized access to information disclosed using this medium in the counseling process.

ACA Code of Ethics, 2014

<https://personcentered.staging.wpengine.com/>

Interruptions!

Getting accurate information into
Mom's hands.

Busy!



Distracted!



Hopefully she will find time to look at it
later – maybe at 3 am!

Hi, it's Allison at WIC.
Wanted to touch base.
How are you doing?

Friday 6:17 PM

I had my baby and i
chose to breastfeed her,
though it doesnt seem
to be going very well. I
feel like im just guessing
on everything im doing.

Following your instincts
is a really good way to
go. When did you have
her? Do you want to
talk?

She was born september 26th. Well, i started just breastfeeding her. Then after a few days my breasts started feeling really full and they kind of hurt, especially when i touch them. So i stopped breastfeeding her the last two days. Instead, i pump out an ounce from both sides. Then i give her those two ounces of breastmilk, and then 1-2 ounces of similac. They still are sore, but im afraid to pump out more because i learned that the more you give, the more your body makes.

Friday 9:08 PM

Depends on what you want to do. If you want to bf you will need to get the Milk moving and frequently - up to 8x's a day with the baby or pump. If you want to stop you would pump to relieve yourself for comfort but not keep doing it and you will dry up.

It doesn't have to be all or none. If you want to even partially bf you'll need to start removing milk frequently to send the message to your body to make milk.

But i already feel full and sore. And they leak like crazy sometimes. I dont know whats normal and whats not, but breastfeeding feels pretty terrible so far, besides the bonding with baby part. I cant get a hang of this.

This is the hardest part it doesn't stay like this. Pumping to ease the pressure then putting on cool/ice packs over your shirt or bra will help with swelling and make you more comfortable gradually.

Leaking will make you more comfortable. What do you want to do?

How do we get good information into Mom's hands on a Friday night?

It's up to her what to do with the information.

- **Load up your phone with links, websites, blog posts and advice you have written out.**
- **Send the info in moments rather than writing out and hunting down links again and again.**
- **Less intrusive and time-consuming for me.**

What's in my shortcut list?

Name, phone #, address of providers

PDF of handouts

Website with a list of good handouts, info so when they start searching around I know they are likely to run across reliable information

Videos on youtube or other sites such as Global Health Media

Instructions on how to start getting milk stored for returning to work/school

Favorite blog posts on sleeping, baby refusing a bottle, tongue-tie

What Mom sends me....



Questions *Is this normal?*

Updates *He gained weight!*

A picture/video of latch

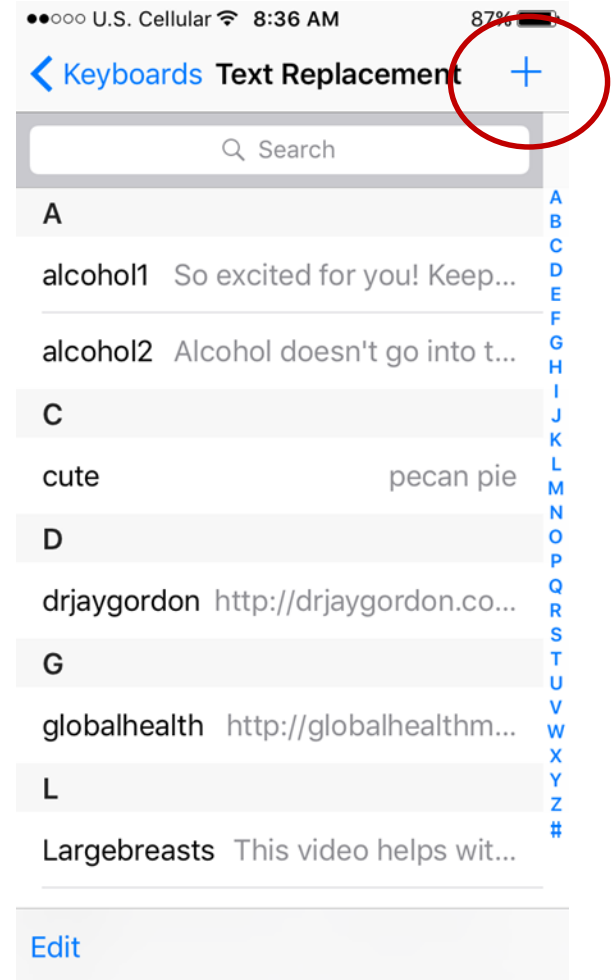
Picture of a poopy diaper! *Normal!*

Beautiful, thriving baby *Awww...*



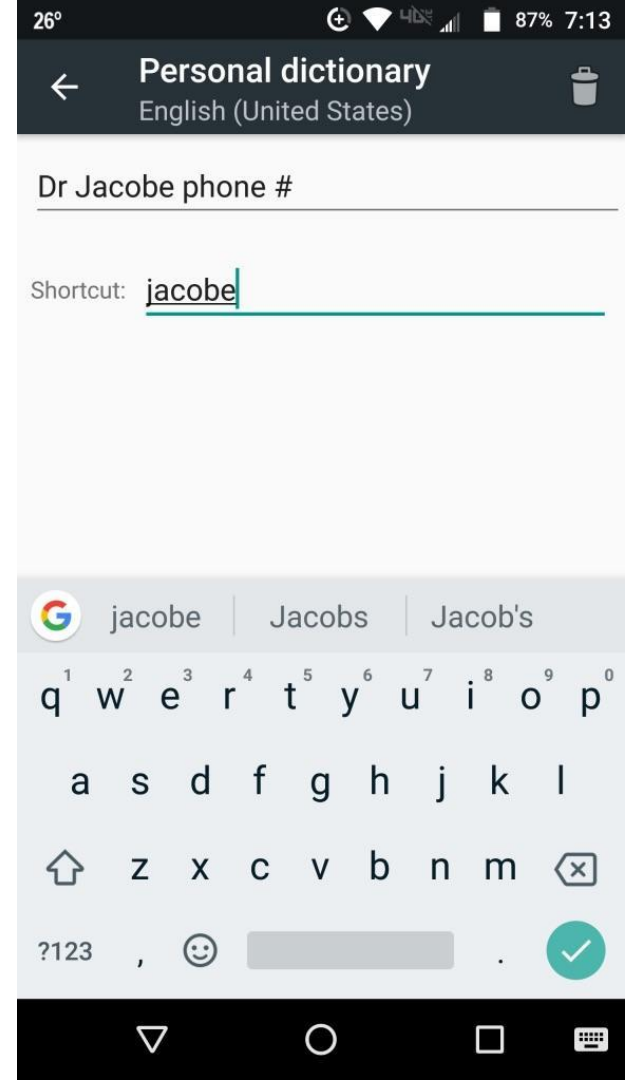
From your home screen - iPhone

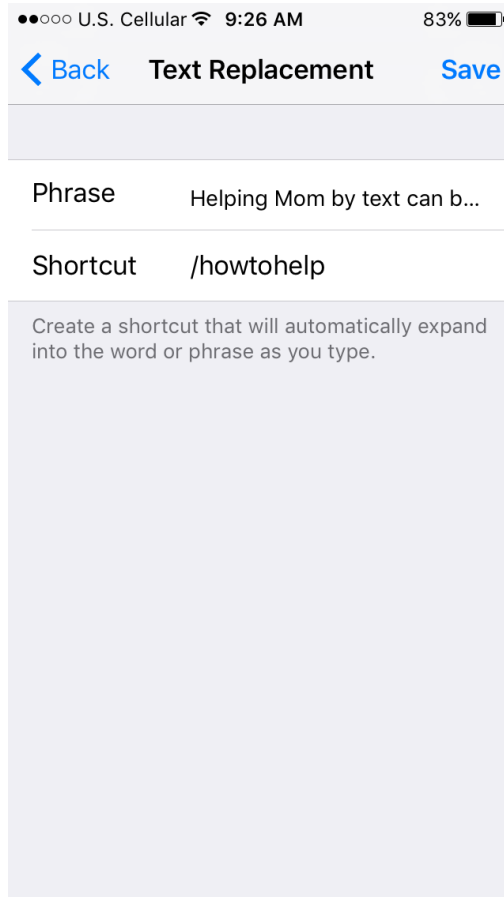
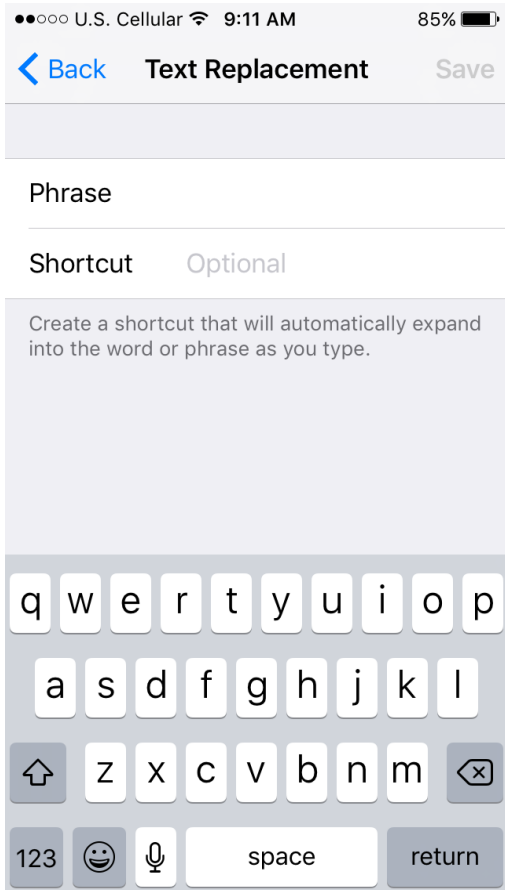
- Settings
- General
- Keyboard
- Text Replacement
- **+** To Add New



From your home screen - Droid

- Settings
- Languages and Input
- Additional settings or personal dictionary,
- **+ To Add New**
- Enter phrase, website, etc.
- Enter shortcut



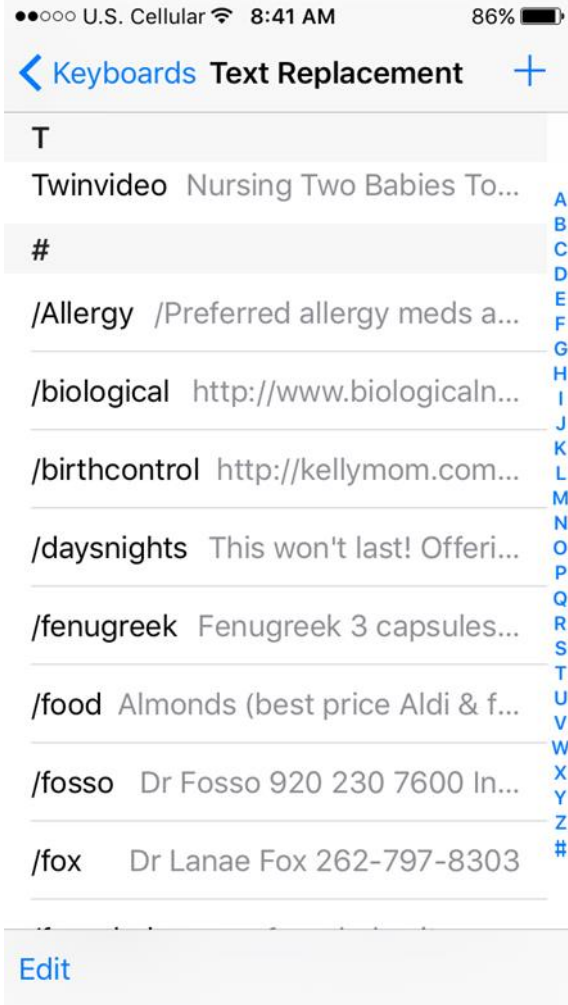


No spaces in Shortcut phrase.

I like to use a backslash to distinguish between a word or phrase I type in conversation vs a shortcut.

You can paste a link from a website into the phrase which helps you send a video link, blog post, etc.

Copy a previously written message into the phrase to use again.



Show some examples of what my written shortcuts are, video links, phone #

Keyboards Text Replacement +

#

/fussybaby www.fussybabysite.com A

/fussysears https://www.askdrsea... B

/gasser Natalie Gasser IBCLC 414... C

/hi Hi, it's Allison @ WIC. How are... D

/hidde Dr Melissa Hidde Green Ba... E

/hygeia /Hygeia customer service... F

/infant Infant Risk Center 806 352... G

/infantmassage Infant massage to... H

/iud1 Info on IUD www.second9m... I

/iud2 Info on IUD kellymom.com/b... J

Edit

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Keyboards Text Replacement +

#

/Jacobe Dr Katie Jacobe 920-832... A

/lipase http://www.llli.org/docs/00... B

/magicnumber http://www.nancy... C

/manual newborns.stanford.edu/B... D

/max Google 'maximizing producti... E

/mmbwgl Mother's Milk Bank WG... F

/mmbwgl2 Read about milk donati... G

/moringa Moringa leaf 1,000-1,50... H

/moringa2 https://www.drugs.co... I

/neb Neb Medical 414-258-9504... J

Edit

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Keyboards Text Replacement

#

/newstanford https://med.stanfor... A

B

/paced https://www.youtube.com/... C

D

/peterson Dr Shannon Peterson 9... E

F

/proto http://infantproctocolitis.org/ G

H

/pumpinglaw https://www.dol.gov/... I

J

/pumptostore It takes awhile to ge... K

L

/reflux https://kellymom.com/hot-... M

N

/rpshandout http://kellymom.com... O

P

/rpsvideo https://youtu.be/2_RD9... Q

R

/shouldipump Depends on your g... S

T

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V

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X

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Z

#

Edit

Keyboards Text Replacement

#

/textoshkosh Text line Oshkosh 9... A

B

/tmmbfhandouts https://themilkm... C

D

/tmmcupfeeding https://m.youtub... E

F

/tmmcupfeeding https://www.you... G

H

/tmmpaced https://www.youtube.... I

J

/uwolactation https://www.uwosh... K

L

/vasospasm For Raynaud's or vas... M

N

/walczak Dr Gerald Walczak 5625... O

P

/walczak Gerald Walczak 715 341... Q

R

/washtubing https://www.medela... S

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Edit

/daysnights

This won't last! Offering frequent feedings during the day gradually helps. The 1st 6 weeks we expect them to have days and nights backwards. Avoid long naps during the day for him. If it has been 3 hrs try waking him to feed. Another trick is to keep the baby awake during the evening with very frequent feedings. Maybe do a bath, tummy time etc. The

frequent evening feedings will hopefully get you a stretch of sleep. When giving bottles it is important to be pumping at some point in that 24 hrs. Target pumping at least as many times you offer a bottle

[/reportcontraception](#)

<https://uslca.org/contraception-low-milk>

Low Milk Supply from
Hormonal
Contraception? Tak...
uslca.org



[/stanford](#)

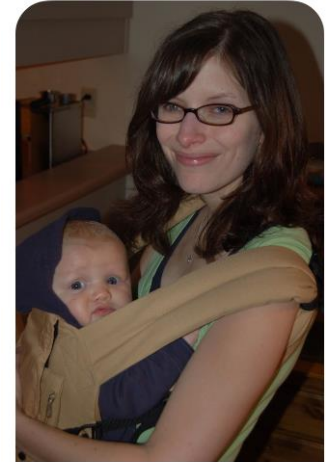
<https://med.stanford.edu/newborns/professional-education/breastfeeding/maximizing-milk-production.html>

Maximizing Milk
Production | Newborn
Nursery | Stanford...
med.stanford.edu



[/dairy](#)

<http://www.thefussybabysite.com/blog/non-dairy-diet-and-breastfeeding/>



Non-Dairy Diet and
Breastfeeding - The
Fussy Baby Site
thefussybabysite.com

The little things we do matter!



Get outside your
comfort zone