

# Supporting and Promoting Breastfeeding in Health Care Settings

## Module 1: Prenatal Care

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## Module 2: Hospital Care, Part 1

## Module 3: Hospital Care, Part 2

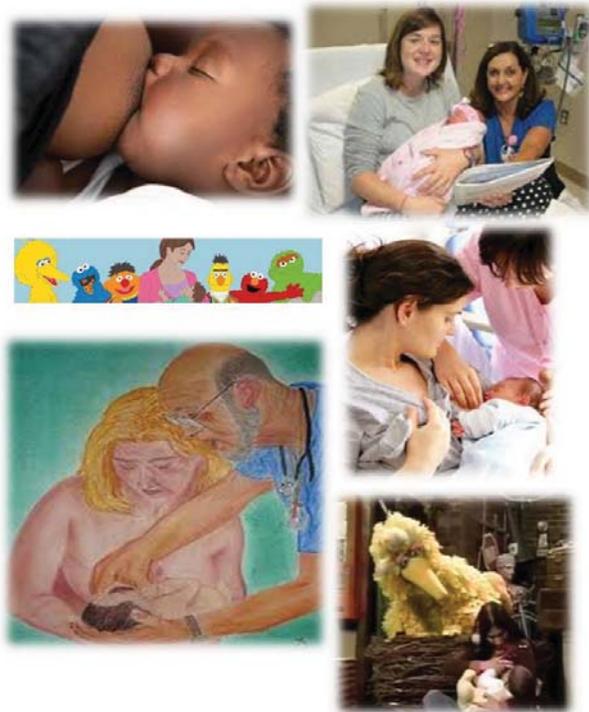
**Susan Vierczhalek, MD, IBCLC**

Associate Professor, Clinical Pediatrics, NYU School of Medicine  
Attending Physician, Department of Pediatrics at Bellevue Hospital Center

## Module 4: Early Postpartum/Postnatal Care

**Lorelei Michels, DO, IBCLC**

Founder and Director, Dr. Lorelei's Healthy Beginnings  
Breastfeeding Medicine, PLLC



*This series of four one-hour webcasts is designed to increase knowledge and skills and provide recommended strategies for physicians and other health care providers to support women to successfully breastfeed.*

The clinical, public health and societal benefits of breastfeeding, especially exclusive breastfeeding, are increasingly being recognized. There is a strong evidence-base that breastfeeding education and lactation counseling during pregnancy and the postpartum period, and hospital maternity care practices are associated with increased breastfeeding initiation, exclusivity and duration.

Physicians and health care providers have a unique role in promoting breastfeeding and supporting a woman's decision to breastfeed. This support begins during preconception care and continues through prenatal care, delivery, postpartum care, and during ongoing care of the infant, woman and the family.

To provide this ongoing support, physicians and health care providers need to:

- **Know** the current recommendations for breastfeeding;
- **Understand** the benefits of breastfeeding, the physiology of lactation and how to identify women at risk for lactation problems or with contraindications;
- **Provide** breastfeeding education to identify potential barriers and solutions, resources, local lactation counseling services and breastfeeding support groups;
- **Establish** policies and procedures consistent with the "Ten Steps to Successful Breastfeeding" to improve breastfeeding practices in hospitals, clinics and office practices.

### Target Audience

Physicians, midwives, physician assistants, advanced practice registered nurses (APRNs), registered professional nurses and other health care providers

### Program Goals

- Provide guidance on examining, counseling, and teaching breastfeeding to women during pregnancy, delivery and postpartum
- Improve rates of successful breastfeeding

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### Learning Objectives:

At the end of this program participants will be able to:

- Increase knowledge about breastfeeding and lactation techniques;
- Improve skills in assessing latch and nursing effectiveness;
- Enhance proficiency in lactation counseling during pregnancy, at delivery and during the immediate and postpartum periods;
- Increase the percentage of women who meet their breastfeeding goals, and increase successful breastfeeding initiation, exclusivity and duration.

### Lactation Continuing Education Recognition Points (L-CERPs)

These activities have been approved for 1.0 L-CERPs per module.

CERPs allocated by IBLCE.

IBLCE Approval Numbers C1441246, C1441209, C1441221, C1441244

### Continuing Nurse Education Contact Hours

The School of Public Health, University at Albany is an approved provider of continuing nurse education by the Massachusetts Association of Registered Nurses, Inc., an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

This offering is approved for 1 nursing contact hour per module.

### Continuing Medical Education Contact Hours

The School of Public Health, University at Albany is accredited by the Medical Society of the State of New York (MSSNY) to provide continuing medical education for physicians.

The School of Public Health, University at Albany designates this enduring material for a maximum of 1.0 **AMA PRA Category 1 Credits™**. Physicians should claim credit commensurate with the extent of their participation in the activity.

### Certified Health Education Specialist (CHES)/Master Certified Health Education Specialist (MCHES)

Sponsored by the School of Public Health, University at Albany, SUNY, a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designated for Certified Health Education Specialists (CHES) and/or Master Certified Health Education Specialists (MCHES) to receive up to 1 total Category I contact education contact hours per module. Maximum advanced-level continuing education contact hours available are 1 per module.

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No commercial funding has been accepted for this activity.