Dear Healthcare Professional

You are a pregnant, mother’s first and most valuable source when it comes to breastfeeding information. You and your staff must prepare for the challenges of breastfeeding and support their efforts from the very beginning.

This protocol guide is designed to help you do that. It is more helpful for you. Your support will make all the difference.

Sincerely,

The South Dakota Department of Health

Ten Steps To Encourage Breastfeeding Success

1. Write a breastfeeding policy and communicate it to all healthcare staff.
2. Encourage all staff members to implement this policy.
3. Inform all pregnant women about the benefits of management of breastfeeding.
4. Help mothers begin breastfeeding within one hour of birth.
5. Stress how to breastfeed and maintain separation, wear this separated from their baby.
6. Allow NO food or drink besides breast milk for infants, unless medically indicated.
7. Let mothers stay with their infants 24 hours a day.
8. Encourage breastfeeding on demand.
9. Avoid ALL artificial foods or supplements for breastfeeding infants.
10. Emotionally encourage breastfeeding support groups and refer mothers to these groups.

Breast Milk: Share educational materials that promote breast milk instead of other infant food and drinks like tea.

All of these steps will set your healthcare facility’s efforts in encouraging breastfeeding.

Things To Remember

• Breastfed babies should feed 8-12 times every 24 hours, or whenever baby shows signs of hunger.
• In the first few weeks, babies should be breastfed every 3-4 hours.
• Avoid pacifiers until a breastfeeding regime is established.
• Babies do NOT need water or just plain breast milk.
• Breastfed infants should receive vitamin D drops daily until baby drinks 1-2 oz of milk or equivalent per day.
• Foods rich in iron should be introduced around 8 months of age.

Nutritional Guidelines

• Breastfed babies should drink only breast milk.
• Supplements (water, formula, etc.) should NOT be given to babies unless medically necessary.
• Breastfed infants should receive 400 IU of vitamin D drops daily until baby drinks 1 oz or equivalent of milk per day.

Can Mom Breastfeed?

Mom CAN Breastfeed If They:

• Take medication
• Have breastfed before
• Have had C-section
• Smoke
• Have not had diabetes

Mom CANNOT Breastfeed If They:

• Are infected with HIV
• Use illegal drugs
• Are receiving cancer chemotherapy agents, radiation therapy or chemotherapy agents
• Are infected with HIV type 1 or 2
• Have active herpes lesions on the breast/teats/areola, chicken pox
• Have untreated chicken pox
• Are an infant who has galactosemia

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If you have any questions or concerns, please contact your healthcare provider or the South Dakota Department of Health.
**Hospital Time**

When it comes to the hospital, you are the authority. Please provide leadership and guidance for breastfeeding mothers.

Here are the steps to take as an obstetric provider:

- **Armed to deliver:**
  -60% HLA status is known.
  -Check that medications are OK for breastfeeding.
- **Support early latch:**
  -Establish mother/baby skin-to-skin contact within one hour of delivery.
  -30 minutes of delivery and support breastfeeding attempts.
  -Lab patients remnant to obtain medical assessment/intervention for healthy breast before the feeding is attempted.

**Support continued on demand feeding:**

- Encourage rooming in for easier on-demand feedings. Inform mother that on-demand feedings improve milk flow.
- Summarize medical procedures after breastfeeding in a chart for hospital electric pump use prior to procedure. If mother will be away from baby for 2+ hours:

**After The Hospital**

**Mental Care Visits:**

- Ask about breastfeeding duration and success.
- Advocate exclusive breastfeeding for 6-12 months.
- Recommend lactation specialists/support groups as necessary.

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**Breastfeeding Advice:**

- **Best Feeding Tips:**
  - Take your time and be patient.
- **Support early latch:**
  - Support skin-to-skin contact/early latch within an hour of delivery.
  - When Vitamin K administration can occur within 6 hours of birth, so don’t delay the first breastfeeding opportunity for it.
  - Optimize breastfeeding in the nursery
- **Breastfeeding:**
  - “No exclusions breastfeeding with no supplementation except Vitamin D unless there is true contraindication.”
  - Breastfeed 4 to 6 times/24h.
  - Ask the nurse or lactation consultant/ 
  - Partner to use the mother Kangaroo 
  - for breastfeeding support.
  - General considerations in benefits:
  - “It doesn’t exactly look like milk, but 
  - it’s coming from your body and give this 
  - sweet special bond in the first 
  - couple days. It’s all the right 
  - stuff.”
  - Support nutrition for easier 
  - on-demand feedings. Inform 
  - mother that on-demand feeding 
  - improves flow. And supply
  - Course materials to avoid fatigue 
  - and formula supplementation.

**Discharge planning:**

- Make certain the 3-5 day 
  - outpatient visit is scheduled 
  - for early breastfeeding follow up.
- Provide contacts for breastfeeding 
  - information.
- Routine checkups not to 
  - forget suckling, if offered.

**Best Feeding Tips**

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