



Understanding Informed Decision Making in a Baby-Friendly Context


BABY-FRIENDLY
Initiative Strategy
ONTARIO



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best start
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by/par health équipes santé



Provincial Council for Maternal and Child Health
Conseil provincial de la santé maternelle et infantile


Goals for Today

By the end of this session, participants will:



- * Understand the intersection of the Baby-Friendly Initiative with the theory of informed decision-making.
- * Be introduced to a new provincial resource to support healthcare providers with decision-making.
- * Have experience practicing initiating an informed decision-making discussion on infant feeding.

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Understanding Informed Decision Making

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BFI Supports all Mothers - Step 5

In addition, mothers:

- * **who are breastfeeding** demonstrate effective positioning and latch. All relate they have been given age-appropriate anticipatory guidance about possible breastfeeding concerns, their solutions and available resources that will assist with breastfeeding.
- * **who have made the decision not to breastfeed, or who elected to supplement their babies** with human milk substitutes **for non-medically indicated reasons** report that:
 - * they received information to support an informed decision
 - * were assisted to choose what is acceptable, feasible, affordable, sustainable and safe (AFASS)
 - * were instructed about correct preparation, storage and feeding of supplements

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What is the BFI Context for Informed Decision Making?



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Step 6 – Informed Decision Making

- * **Mothers of babies younger than about six months** confirm that their baby is exclusively breastfed, or that they made an informed decision to supplement for a medical or personal reason
- * **Mothers**, including those mothers with babies in special care **who have made an informed decision not to breastfeed**, report that the staff discussed feeding options with them and supported their informed selection of an appropriate human milk substitute (commercial infant formula).

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BFI Practice Outcome Indicators

Supporting informed decision making includes the provision of :

- * The opportunity for a woman to discuss her concerns
- * The benefits of breastfeeding for baby, mother, family and community
- * Health consequences for baby and mother of not breastfeeding
- * Risks and costs of human milk substitutes
- * Difficulty of reversing the decision once breastfeeding is stopped

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Informed Decision Making




What influences infant feeding decision-making?

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Mezirow


Learning as an adult

- * Instrumental or how to learning
- * Dialogic or meaning making
- * Self reflective learning or process of “becoming”



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The Personal Work of the Decision

The Facts	The Meaning
<ul style="list-style-type: none"> • What, • Why, • When, • Where, • How 	<ul style="list-style-type: none"> ▪ Relating the facts to mothers values & beliefs ▪ Lifestyle implications
 <p style="font-size: 1.2em; font-weight: bold;">Fit OR Dissonance?</p>	
<p>Refine knowledge, beliefs & values to align with behaviours through dialogue and reflection</p>	

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Goal

- * Mother who is knowledgeable about breast and bottle feeding
- * Mother who is comfortable with her choice
- * In some cases, mother is able to reconcile the need to act outside her beliefs and values

Confidence

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Informed Decision Along the Continuum of Care

Points of Influencing	→
Values and beliefs	→
Personal/ Family Circumstances	→
Life Experiences & Adult development	→

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Societal Views

- * Tensions between breast and formula feeding
- * “We’re out to make mothers feel guilty on purpose
- * What is right for me may not be right for others
- * ...we need to be ok with supporting mothers in their choices that reflect their situations.

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Your Role as a Health Professional

- Asking questions
- Listening
- Sharing the facts
- Correcting misconceptions
- Guiding reflection
- Providing support

While managing your own values, beliefs and biases

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Informed Decision Making

Introducing an New Resource



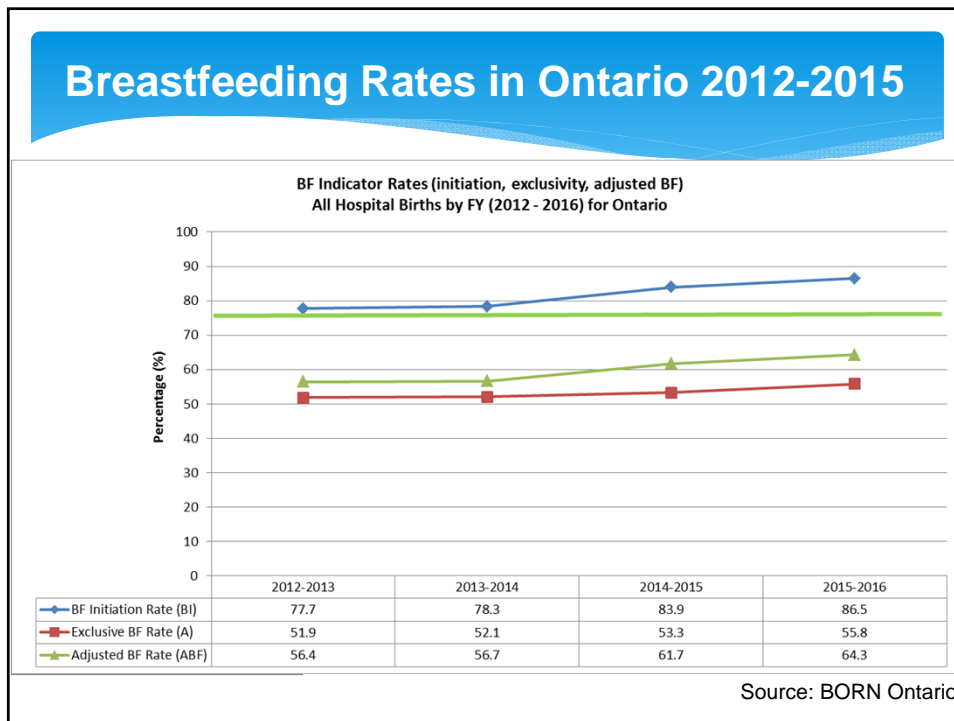
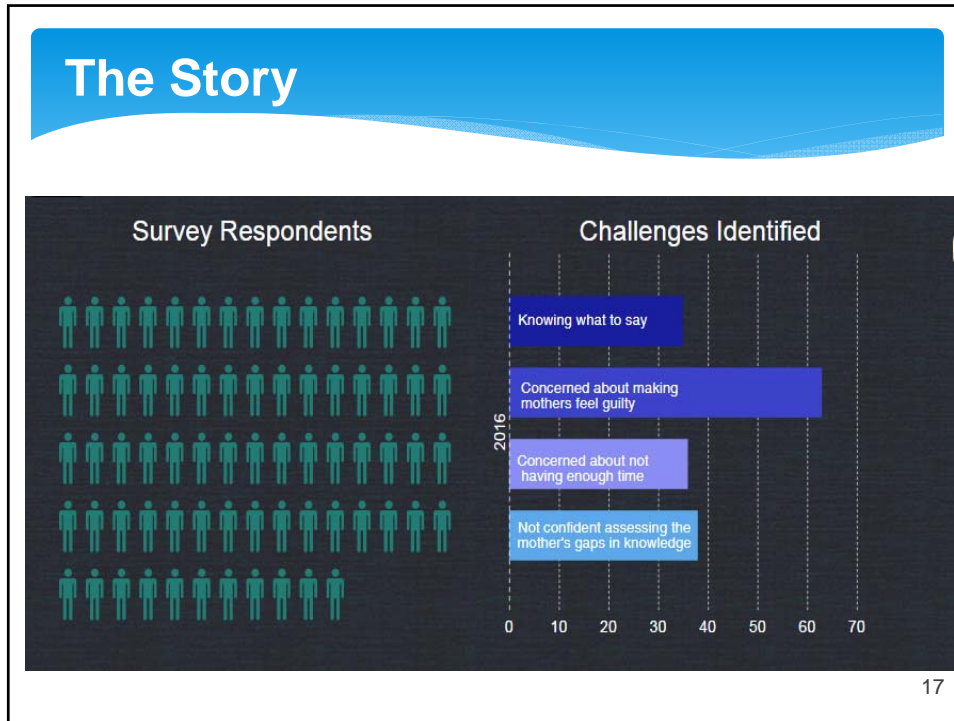
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Objectives of the Resource

- ✓ Address gaps
- ✓ Increase comfort
- ✓ Reinforce good communication skills
- ✓ Reduce perceived feelings of guilt
- ✓ Increase knowledge
- ✓ Use a Baby-Friendly lens



Growing a Baby-Friendly Ontario!



Survey Feedback

"I don't routinely discuss this because I am unsure of how to present formula feeding information so that families feel supported in whatever decision they make. You can't make breastfeeding and formula feeding seem like interchangeable options but if you talk about all the reasons you should breastfeed, then tell clients all the reasons they shouldn't formula feed, parents feel conflicted and then angry when things are perceived as difficult. We are often regarded negatively for not giving a full picture of options and people feel that they are being judged. They worry that if they make the "wrong" decision, they will be seen as bad parents, regardless of how non-judgemental we try to present the information. Any help would be greatly appreciated."

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Survey Feedback

"I do not feel that there are risks of feeding formula"

"I don't routinely discuss formula, I try to focus on breastfeeding"

"I don't know a lot about formula feeding"

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IDM Toolkit Content Objectives

- ✓ **Keeping the conversation woman focused**
- ✓ Making an informed decision about infant feeding
- ✓ The healthcare provider's initial approach with expectant mothers
- ✓ Starting the conversation about infant feeding
- ✓ The healthcare provider's follow-up approach with expectant mother
- ✓ Continuing the conversation about infant feeding

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The Plan



Additional Contents of the Toolkit

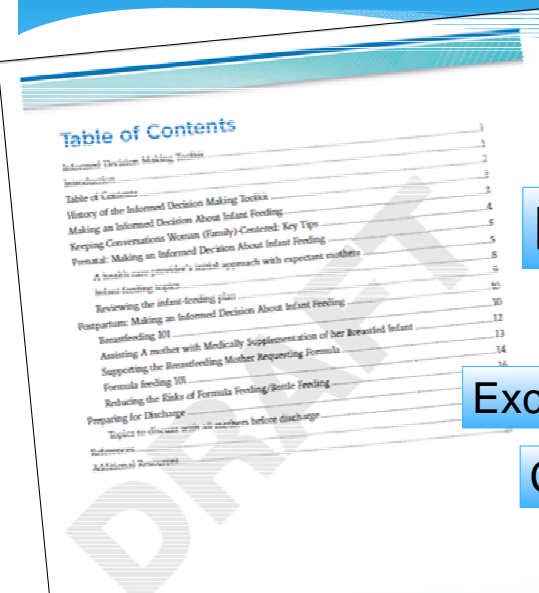


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For all families

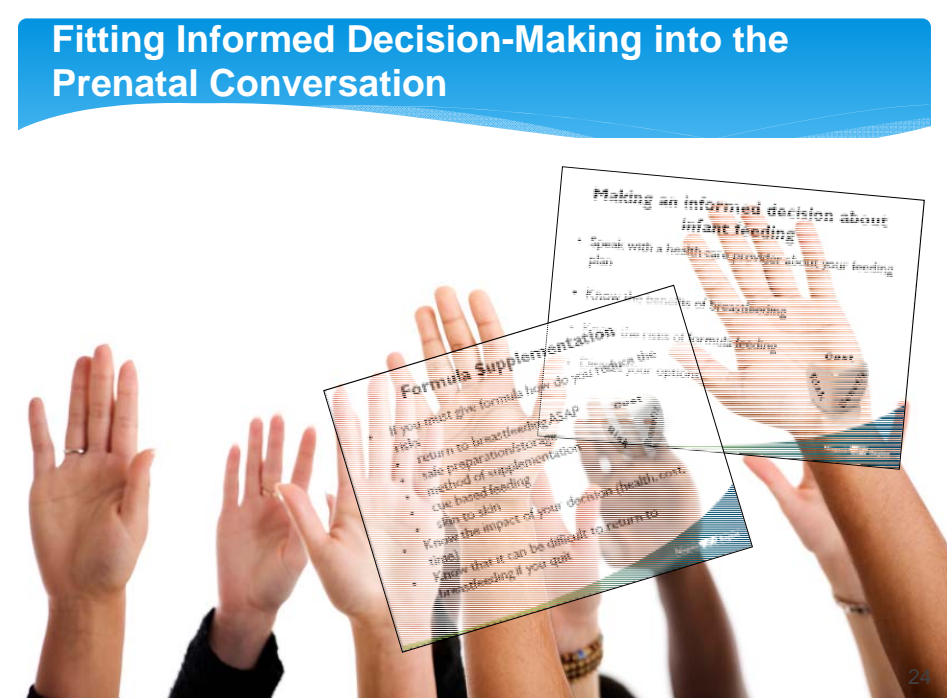
Exclusively breastfeeding

Combination feeding

Formula

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Fitting Informed Decision-Making into the Prenatal Conversation



Making an informed decision about infant feeding

- Speak with a health care provider about your feeding plan
- Know the benefits of breastfeeding
- Know the risks of formula feeding

Formula Supplementation

- If you must give formula how do you reduce the risk?
- return to breastfeeding ASAP
- safe preparation/storage
- method of supplementation
- cue based feeding
- skin to skin
- Know the impact of your decision (health, cost, time)
- Know that it can be difficult to return to breastfeeding if you don't

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Introducing Key Pieces of the Tool

- * Keeping Conversations Mother-Centred: Key Tips
- * Prenatal: Making an Informed Decision about Infant Feeding
 - * Conversation starters
 - * Conversation considerations and tips






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Keeping conversations Mother-centered

- * Agree on an agenda
- * Ask open ended questions
- * Listen actively
- * Reflect back
- * Find out and build on information that she knows
- * Show empathy
- * Remain neutral
- * Present the evidence



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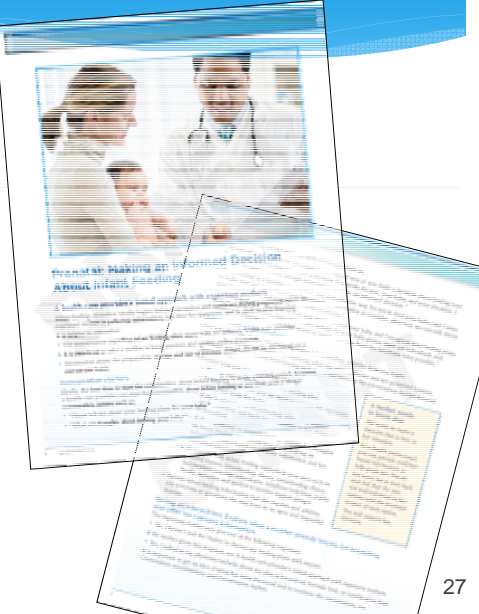
A Mother Needs to Know

She needs to make a decision that is best in her situation.

As a health professional, you can provide evidence-based information to help guide her.

You do not want her to look back and feel that she was not well-informed of her options and the potential impact of each option.

You will support her decision. She may wish to change her mind at any time.



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Conversation Starters

- * *“What have you heard about breastfeeding?”*
- * *“What have you heard from family and friends about feeding their babies?”*
- * *What would help you to be successful with breastfeeding?”*
- * *Any concerns about infant feeding?”*

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Supporting Families Where They Are

- * Inform mothers that plans can change in the hours, weeks and months following birth.
- * Sometimes the benefits of using formula can outweigh the risks of not using it.
- * Let a woman know that feeding plans can change for many reasons...where can she get help if they do.
- * Stay away from phrases such as “ you should”, “you need to”.

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Practicing Informed Decision Making Discussions

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Practice Language and Approach

- * Choose one scenario
- * Discuss how this conversation commonly unfolds
 - * What experiences have you had with this type of conversation?
 - * What are the common challenges or pitfalls in this scenario?
- * Script messages that a health care provider might use to support an effective informed decision making conversation
 - * Reference “Mother-Centred Conversations”

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Scenarios

PRENATAL

- * A mother comes to you for her first prenatal one-on-one discussion regarding infant feeding since discovering she is pregnant.

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Scenarios

IN HOSPITAL

- * You are preparing a client for discharge and a mother tells you that she does not want to supplement despite a recommendation from the physician to supplement her baby.
- * You have just come on shift and are seeing a mother for the first time.

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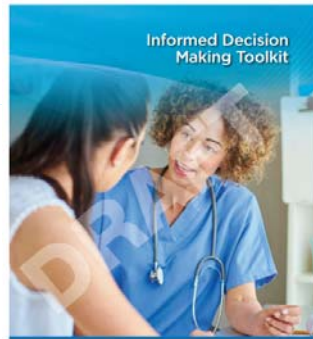
Scenarios

POST-DISCHARGE IN COMMUNITY

- * A mother tells you that she hates breastfeeding.
- * At her 24 hour post-discharge appointment, a mother that has been exclusively breastfeeding requests formula from you although not medically indicated.

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What Do You Think?



- * How will this content be helpful to promote an effective informed decision making discussion?
 - * What will be the impact on families?
- * How will you use this tool in your work environment?

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Feedback? Questions?

Visit our project microsite at www.tegh.on.ca/bfistrategy



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