Topic 11: 
Evoking Motivation for Breastfeeding

Motivation is a fire from within. If someone else tries to light that fire under you, chances are it will burn very briefly.

– Stephen Covey
Nevada WIC C.A.R.E.S.

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**Key Messages for Champions**

Breastfeeding promotion is a central mission of the WIC Program. The type of communication skills used to talk to women about their breastfeeding choices will impact how influential WIC conversations will be. The Nevada WIC C.A.R.E.S. approach involves evoking motivations, addressing concerns, and sharing tailored strategies to increase a woman’s likelihood for breastfeeding success. This section will explore strategies for using C.A.R.E.S. skills to evoke and strengthen women’s motivation to breastfeed. Below are key messages to help staff explore their role in helping participants build motivation and confidence in their ability to breastfeed.

**Encouraging women to voice motivations or reasons to breastfeed**

The biggest predictor of whether a women breastfeeds her baby is whether she voices her commitment to do so. For this reason, a main goal of the C.A.R.E.S. approach is to encourage women to talk about their decision to breastfeed and their motivations or reasons for doing it. What motivates each woman is different. Encouraging a woman to explore her inner hopes and dreams for breastfeeding can help solidify her intention. When a decision comes from a deeper internal commitment, it is more likely to be acted on. Often health professionals concentrate solely on providing strategies and information. Learning about what drives a woman’s motivation to breastfeed allows the health professional to tailor the messages and strategies provided, which will improve the likelihood that the information will be influential. Talking about reasons and motivations for breastfeeding is useful not only during pregnancy, but also when a woman is already breastfeeding. Talking about the importance of breastfeeding may strengthen commitment and increase the duration of breastfeeding. Ways to encourage women to talk about their motivations for breastfeeding include using open-ended questions, affirmations, and reflections.

**Evoking motivation for breastfeeding with questions**

Open questions help to uncover each woman’s individual motivations and build importance for breastfeeding. Some examples of questions to evoke motivation include:

- For you, what are some of the best reasons for breastfeeding?
- What are some of your hopes and plans around breastfeeding?
- How do you think you will feel when you are successfully breastfeeding your baby?
- So far, what are the best parts about breastfeeding for you?
- What thoughts will help keep you going during the tough times?

When a woman expresses an intention not to breastfeed, it is also useful to ask questions to determine her underlying motivation. Often the underlying issues may be rooted in fear, misinformation or previous breastfeeding issues that may be resolved.
Evoking motivation for breastfeeding with affirmation

The early days of breastfeeding are often a challenging and stressful time, especially for a woman who is breastfeeding for the first time. Affirming a participant’s inner strengths, positive behaviors, or efforts will help build her confidence in herself and her own abilities. Affirmations also help her to trust and continue to share during the appointment.

Examples include:
- You’re giving him a gift that will last a lifetime.
- You are persistent - someone who doesn’t give up even though you have had set-backs.
- You’re protecting her future.
- You are a strong person.

Evoking motivation for breastfeeding with reflections

A reflection is a brief response that lets the speaker know you’ve been listening and helps you check your understanding of what is being said or the emotion behind it. When we reflect, we make a guess about the meaning and say it as a statement in our own words. This process helps participants know that you are truly listening and trying to understand, which helps them to trust and continue to talk more throughout the session. Reflecting a woman’s reasons and hopes for breastfeeding also allows her to hear them again in your words which may strengthen her commitment.

Building early commitment to breastfeeding

When people make a public choice or decision, they are more likely to follow through and behave consistently with that commitment. Our minds often work behind the scenes to add new reasons and justifications for the choice we have already made. When communicating with women about their plans to breastfeed, it is helpful to employ this principle. If a woman is planning to breastfeed or thinks she will breastfeed, it is best to establish her early commitment by asking her to voice or write her intention. However, if a woman is unsure or leaning towards formula feeding, we could emphasize that there is no need to make a decision until the baby is born. If we unintentionally cause her to make a choice early, she will be more likely to stick with that choice later.

Resisting the urge to “convince” women to breastfeed

Using C.A.R.E.S. skills involves evoking women’s own inner motivations to breastfeeding and sharing information and strategies in a supportive way. It is not the responsibility of the WIC counselor, however, to “convince” women to breastfeed. The decision is for each individual woman to make. When a woman expresses her intention to formula feed, it is often tempting to attempt to persuade her to breastfeed by citing the many benefits of breastfeeding. This can often serve to increase participant’s resistance by causing them to voice their reasons for choosing formula. Just as those who express reasons to breastfeed are likeier to breastfeed, those who express reasons not to breastfeed are less likely to do so. The goal is for participants to make the argument for breastfeeding.
Although the instinct to convince women to breastfeed comes from a sincere desire to be helpful, it may come across as judgment and reduce the trust between counselor and participant. Often, simply reflecting a woman’s feelings and choices without judgment will help her feel respected and heard which will build trust. This may even give her the opportunity to explore other ideas for herself without feeling the need to defend her choice not to breastfeed. Emphasizing her control and her right to choose may allow her the freedom to experiment with different ideas.

**Sharing Information**

Sharing information and strategies is another way to support women in their breastfeeding efforts. Providing mothers with information about what to expect and strategies for addressing complications will increase her confidence and chances for success. By learning about what motivates each woman, information or strategies shared may be tailored to her specific needs and interests. Strategies to improve the likelihood that a woman will be receptive to the information being shared include:

- Finding out what they already know or want to know
- Asking for her ideas or solutions first
- Asking permission before giving unsolicited advice
- Offering practical suggestions
- Offering only a few suggestions or pieces of information at a time
- Using neutral language instead of “you should” or “you must.” Examples include:
  - What WIC recommends is...
  - Some parents suggest...
  - Other mothers have tried...

**Overcoming barriers to breastfeeding**

Addressing a woman’s barriers to breastfeeding and brainstorming solutions will increase the likelihood that she will be successful. Some potential barriers or changelings that women might discuss include an unsupportive work environment, problems with breastfeeding, lack of support, pain, or concerns about milk production. Letting mothers know that her challenges are shared by many other mothers may reduce stress and increase confidence to brainstorm potential solutions. She may be more receptive to hearing strategies that other mothers have found helpful to address similar concerns or challenges.

**Planning**

Participants that have a specific plan for breastfeeding will be more likely to be successful than those with only a general plan. The more they talk about their plan, the more likely they are to follow through on it. Helping participants make their plan more concrete by thinking out the different steps will increase her confidence. Reflecting and summarizing their plan will also let them hear it again. It may be tempting to provide a plan for the participant; the plans most likely to work for that participant, however, are likely to come from themselves.
Activity 1: Building Importance with Questions

Introduction:

- Explain to staff that this exercise is about encouraging women to talk about why breastfeeding is important to them.
- Ask staff members to share some of the reasons why it is important for staff to ask pregnant women about their motivations and reasons for breastfeeding.
  - Possible answers: Talking about their motivations can help build their commitment; Learning about underlying motivations will help tailor information or strategies shared.
- Share that the more women talk about their motivations or reasons for breastfeeding, the stronger their commitment will be.
- Share that sometimes, women come to WIC who are breastfeeding successfully. Ask staff members to share some of the reasons it is important to help these mothers talk about their motivations or the positive things about breastfeeding.
  - Possible answers: Talking about the positive things will strengthen their motivations for breastfeeding; if they start to struggle later, they may be more likely to remember their original reasons to breastfeed and decide to continue.
- Share that when women come in and are struggling with breastfeeding, we provide helpful solutions and strategies as well as referrals. Ask staff members why it may also be important to ask these mothers to express their motivations for continuing to breastfeed.
  - Possible answers: Talking about their motivations can help build their resolve to keep going; focusing on the positive outcomes of breastfeeding may help them focus on the goals and motivate them to keep going.

Activity: Building importance with questions

- Have the group work in groups of 3 or 4.
- Have each group complete the attached worksheet. For each type of participant, ask the group to come up with examples of open-ended questions that would help this participant to voice her motivations or reasons to breastfeed.
- Bring the group back together.
- Read each scenario and ask for volunteers to share their examples of questions.
- Scenario 3 may generate conversation. Although the woman is struggling, adding a question during the conversation about her underlying motivations for breastfeeding may strengthen her resolve to continue.
- Possible examples:
  - For you, what are the best reasons for breastfeeding?
  - What are your favorite things about breastfeeding so far?
  - What are some of the thoughts that keep you going during the tough times?
Building importance for breastfeeding with questions

- For each type of participant below, write down examples of open-ended questions that would help the participant voice her motivations or reasons for breastfeeding.

1. **Scenario:** A woman who is pregnant for the first time

   **Open-Ended Question:**
   _________________________________________________________________
   _________________________________________________________________
   _________________________________________________________________

2. **Scenario:** A woman who comes to WIC after two weeks and is breastfeeding successfully

   **Open-Ended Question:**
   _________________________________________________________________
   _________________________________________________________________
   _________________________________________________________________

3. **Scenario:** A woman who comes to WIC after one week and is tired and sore from breastfeeding many times a day

   **Open-Ended Question**
   _________________________________________________________________
   _________________________________________________________________
   _________________________________________________________________
Activity 2: Forming reflections

Introduction:

- Explain to staff that this exercise is about forming reflections.
- Ask staff to share what they have learned about reflections and why they are important. Share content as appropriate from the Key Messages section.

Activity – Forming reflections

- Have staff work in small groups to complete the exercise. After reading each statement on the page below, each group should write down possible reflections for each statement.
- The facilitator may offer an example and have the group brainstorm possible reflections before working in groups.
  - Example: I did want to breastfeed with my last baby but she ended up drinking less and less breast milk and more and more formula.
  
  Possible reflections:
  
  “Your milk supply was the main issue.”
  “You want to breastfeed and you’re worried about making enough.”

- Bring the group back together.
- Read each statement and ask for volunteers to share their examples of reflections. Encourage many reflections for each statement.
Forming Reflections

- For each statement listed below, offer possible reflections. Try reflecting the meaning or feeling of the statement. You can also reflect any ambivalence (participant feel 2 ways) or change talk.

1. My sister had so much pain when she breastfed that she had to stop. I don’t know if I can do it. I want to breastfeed but I am afraid of the pain.

_______________________________________________________________________________
_______________________________________________________________________________
_______________________________________________________________________________

2. I have to stop breastfeeding when I go back to work. I did really enjoy it, but I have to pay the rent and it will be too hard to breastfeed her while I work.

_______________________________________________________________________________
_______________________________________________________________________________
_______________________________________________________________________________

3. I hear it from all angles. My friends tell me to breastfeed. I have heard it from the doctor. I have just not made up my mind yet.

_______________________________________________________________________________
_______________________________________________________________________________
_______________________________________________________________________________
Activity 3: Sharing Information about breastfeeding

Introduction:

- Explain to staff that this exercise is about offering advice to participants in a way that empowers them to accept and use it.
- Ask: What are some things we can do when we offer advice that will help participants to accept and use our suggestions?
  - Possible answers might include:
    - Finding out what they already know or want to know
    - Ask for their solutions first
    - Asking permission before giving advice
    - Offer practical suggestions (the “how to”)
    - Offering only a few suggestions or pieces of information at a time
    - Using neutral language instead of “you should” or “you must.” Examples include:
      - What WIC recommends is...
      - Some parents suggest...
      - Other mothers have tried...
      - The AAP recommends....
  - Pass out handout “Offering Nutrition Information” and review

Activity: Sharing information about breastfeeding

- Have the group work in pairs
- Explain the each pair will get to practice a role play about sharing information. Each person will have a turn being the counselor and the participant.
- Explain that each role play will start with the counselor asking the question, “What are your thoughts about breastfeeding?”
- The staff member playing the participant will choose one of the following scenarios and improvise the rest of her story.
  - “I will breastfeeding if I make enough milk.”
  - “I will breastfeed until I go back to work. I will have to go back soon after the birth.”
  - “I am not sure about breastfeeding. For my cousin it was painful.”
  - “I wanted to last time, but it didn’t go well. Around 3 weeks old she was so hungry and eating all the time. I had to give more and more formula and my supply dwindled.
- Explain that the counselor will then practice using the Explore/Offer/Explore model by asking some questions, sharing some information, and asking for reaction to the information shared.
- After the exercise, bring the group back together to share their experience.
Activity 4: “Mom Says”

Introduction:
- Ask staff to share common questions they receive from breastfeeding mothers.
- Write responses on a flip chart.

Activity: “Mom Says”
- Have the group work in small groups
- Pass out the worksheet “Handout 8.1” included in the handouts section that is taken from Using Loving Support to Grow and Glow in WIC.
- Ask one person from each group to volunteer as the recorder for each group that will write down their ideas.
- Assign each group 2 or 3 questions from the flip chart.
- For each question, ask each group to answer the following questions:
  - What is the mother most worried about?
  - What is an affirming statement you could give her?
  - What information will help her maintain breastfeeding?
- Let staff members know it is ok to leave blanks if they cannot think of an answer (for example, what information to provide). This may be explored together in the bigger group.
- Bring the group back together.
- Ask each group to share their questions and responses.

Adapted From: Using Loving Support® to Grow
Facilitated conversation topic: tailoring the breastfeeding conversation

- Let staff know this discussion will be about how to tailor breastfeeding conversations for each participant.
- Ask staff why it is important to tailor the conversation to the needs and interests of each participant.
  - Possible answers might include: The participant will be more engaged in the conversation; the strategies or information shared can be tailored to each participant; it will be more likely that the participant will be influenced by the conversation.
- Ask staff how they speak differently to a teenager about breastfeeding than to a 34-year old woman with 2 kids.
- Ask how they would speak differently to a woman who has definitely decided to breastfeed than to a woman who has not yet decided.
- Ask staff what questions, affirmations or education they would share with a woman who has concerns about going back to work.
- Ask what information is best to share early in the pregnancy and what information is best to share later in the pregnancy.
- Share that grandmothers and husbands often have an important role in supporting a woman’s breastfeeding effort. The way we communicated with grandmothers and husbands can influence their impact for the mother’s breastfeeding success. As an example, affirming their important role in their daughter success can help a grandmother to open up and share in the discussion and be more receptive to the information.
  - What questions, affirmations, or education would you share with grandmothers? [Write responses on a flip chart]
    - Possible questions might include:
      - What are some ways you will be able to support her when the baby comes?
    - Possible affirmations might include:
      - Your help will make it possible for your daughter to be successful.
      - By supporting your daughter, you are helping to ensure that the baby gets the best nutrition possible and the best start in life that will impact her for the rest of her life.
    - Possible information:
      - Ways to support mom in her breastfeeding efforts.
- Summarize the conversation.

Adapted From: Using Loving Support© to Grow and Glow in WIC
Nevada WIC C.A.R.E.S.

Sample Script

- The following excerpt is part of a WIC certification.
- Ask two staff to play the parts of the CPA or certifier and the WIC participant. Give them the script ahead of time to read through to prepare. Explain that they do not need to read the words in [orange]. Those are notes for the facilitator.
- Notes for the staff that will be acting out the parts are in [blue].
- Explain that in this scenario, the counselor has reviewed the assessment questions, completed the diet assessment and is having a conversation about a pregnant woman’s breastfeeding plans and motivations.
- Ask the group to listen for and write down the following during the role play:
  - What C.A.R.E.S. skills does the CPA use?
  - How does the CPA approach the woman’s concerns about breastfeeding?
  - How does the CPA help the participant craft her nutrition goals?
- Read the scenario and then have the actors act out the sample script.
- After the role play, have staff share their feedback about the interaction:
  - How does the CPA approach the woman’s concerns about breastfeeding?
  - What C.A.R.E.S. skills does the CPA use?
  - How does the CPA help the woman with her nutrition-related goals?
  - What would you have done differently?

Prenatal Certification – Sample Script

Scenario: A pregnant woman, Sophie, comes to WIC for her certification. The bloodwork and anthropometric assessment have been completed and are within normal limits. The CPA has completed a review of the nutrition assessment form and has asked the participant questions about her diet. Before beginning the nutrition education conversation the CPA is asking the participant about her plans for breastfeeding.

CPA: Thank you for answering my questions about your overall diet Sophie. It sounds like you want to eat healthy for the baby and you are having trouble giving up the “not so healthy” foods you love like Doritos and Kentucky Fried Chicken. We can talk about some strategies to balance your diet by brainstorming ways to fit the healthy foods in, while still having some of the foods you love in moderation. Before we do that, I would like to just finish up my last question for you, is that alright? [Asking permission]

Mom: Sure
CPA: Tell me Sophie, what are your thoughts around breastfeeding? [Open-ended question]
Mom: I may try to breastfeed and see if it works. I am not sure.
CPA: You’re thinking about it and you have some reservations. [Reflective Listening]
Mom: Yes, I am scared of the pain. My sister had the hardest time. Her nipples were so sore and the baby cried a lot. Her nipples even bled. She switched to formula. I don’t know if I can go through the same thing.

CPA: She went through a hard time. [Reflective Listening] What else have you heard about breastfeeding? [Open-ended question]

Mom: Well, I have heard it is healthy for the baby. My doctor said they may be sick less and some of my friends are trying to get me to breastfeed by telling me how good it is for the baby.

CPA: So on the one side, you don’t want to have pain and the bad experience like your sister had and on the other side there are some reasons that make you want to try breastfeeding. [Double-sided reflection]

Mom: Yes, I do want what’s best for the baby. I want her to be healthy.

CPA: You’re already a good mom and you are looking out for her health and weighing what will be best for the both of you. [Affirmation] So there are good reasons for breastfeeding and if it could be done without the pain your sister went through, that would make it easier. [Reflective Listening]

Mom: Yes. Can you tell me how to do it without any pain?

CPA: To start, I want to say that I can’t give you a solution for zero pain. Many women who are breastfeeding for the first time experience discomfort and some pain the first couple of weeks as you and the baby learn how to breastfeed. But, severe pain, or pain lasting more than a few of weeks is a sign that something may be wrong. After the initial period, breastfeeding shouldn’t be painful. Many times, the pain is due to how the baby is positioned on the breast. Most breastfeeding issues can be solved by working with a breastfeeding counselor or lactation consultant. They have these in most hospitals and we have them here at WIC. Is this information helpful for you? [Asking about information provided]

Mom: Definitely. So, do I call you for their name after I have the baby?

CPA: You can even work with them before you have the baby, so you are prepared. I will give your name to our breastfeeding peer counselor, a woman who has breastfed herself and who helps our breastfeeding moms by answering their questions and giving them tips about the hospital and after the baby is born. Is it ok to give her your number?

Mom: Yes, please.

CPA: Also, we have breastfeeding classes here at WIC. They talk about positioning and latching and help give you all the knowledge to help increase your confidence for when the baby comes. Could I sign you up for a class?

Mom: OK, that sounds good.

CPA: OK, I will do that and then we can check in and see how you are feeling at our next visit. I want to get back to your diet. You said you were not completely happy about the quality of your diet?

Mom: No. I eat too much junk food. I love salty things like Doritos and other chips. And because I am working a lot, I eat a lot of fast food. McDonalds and Kentucky Fried Chicken usually.

CPA: You’d like to eat a little healthier now that you are pregnant and cut down on the junk food and fast food a little. [Reflective Listening]

Mom: Yes, I keep saying I am going to eat fruit and pack my lunch and cook a nice dinner, but every day I am so busy, I just go right for the quick and easy fast food.

CPA: For you, healthy choices would also need to be quick and easy to make or to buy. [Reflective Listening]
Mom: Yes, I am home in the mornings, so that is ok. I can usually have a healthy breakfast. But then I leave for work around 10:00am and work 10:00 to 6:00 so that means most days, I eat out at least once, and sometimes twice.

CPA: What foods do you think you should be eating more of? [Open-ended question]

Mom: Definitely fruit, I never eat fruit accept once and a while. And I guess some more vegetables and milk.

CPA: You want to add more fruit, vegetables and milk. [Reflective Listening] Just doing that could really add lots of good vitamins and minerals to your diet that are good for you and the baby. [Affirming goal] How do you think you will you feel when you have added a little more fruit, vegetables and milk into your diet? [Building Importance – Looking over the fence]

Mom: I think I will feel better at work. And I won’t feel as guilty about my diet or eating some Doritos.

CPA: Good reasons. How do you think you can fit some healthier things into your diet?

Mom: I should bring my lunch and some healthy snacks to work. I have really tried, but I only manage it one or two times a week at most.

CPA: What types of things do you bring?

Mom: Well, I live in the apartment right below my mother so when she cooks on Sunday, she sends me home with lots of leftovers. So I usually bring those to work on Monday. She is an amazing cook and most of her dishes have veggies and meat in them. I sometimes bring a sandwich too and once and a while a salad.

CPA: So a couple of the days you already bring some healthy choices. It sounds like bringing your meals every day is not going to be something that is realistic for you. [Reflective Listening] What small changes can you make on the other days when you don’t bring your meals?

Mom: I’m not sure. I guess I could go to Subway instead of Kentucky Fried Chicken. There is one near my work and they have all those veggies you can put on the sandwich.

CPA: Great idea. [Affirmation] How many times a week do you want to go to Subway instead of Kentucky Fried Chicken or another fast food place?

Mom: Maybe two times a week.

CPA: Great. Are there any other areas to add some fruits, vegetables and milk?

Mom: Maybe when I go to the store outside my work for my snack, I can get a banana and some milk instead of just Doritos.

CPA: Your making small adjustments to your diet that will help you eat healthier and that are going to work within your lifestyle. [Affirmation]

Mom: It’s not perfect though.

CPA: Many women tell me they think they have to eat a perfect diet when their pregnant or breastfeeding. [Normalizing] Do you have any concerns around that?

Mom: Well, yeah with breastfeeding. I mean everything I eat gets passed to the baby. I need to eat a lot better than this in order to breastfeed.

CPA: You have some concerns about whether your breastmilk will still be healthy for the baby if you are eating a “not so perfect” diet. [Reflective Listening]

Mom: Yes. I mean I would like to eat healthy after the baby is born but I don’t know if it will be good enough.

CPA: Would it be helpful for you if I shared a little information about how your body makes milk. [Asking permission to share information]
Mom: Yes.
CPA: Although we recommend healthy choices for your health and wellness, it is not necessary for providing quality milk or maintaining a milk supply. As long as you are taking in enough calories, your body will provide a consistent quality of breast milk. How do you feel about that information?
Mom: That makes me feel better. I don’t have to be perfect.
CPA: No. By making small changes that you can maintain, you are improving your diet for the long term. And small changes are easier to do than big ones and more likely to be successful. And many people tell me that when they make one positive change and they feel good about it, that it makes them want to make other changes. [Information sharing]
Mom: I think I can definitely make some small ones.
CPA: OK so let me summarize what I heard from you so far. You are doing some serious thinking about breastfeeding your baby. You have some concerns about pain but you also have many reasons for wanting to breastfeed. You are planning to talk with our peer counselor and come to our breastfeeding class. You also mentioned some great small shifts in your diet that you are planning on making. You are going to try to bring your meals to work two days a week. And you said that you are going to substitute Subway for a couple of meals a week. You also said that you are going to add a piece of fruit and milk to your daily snack. Did I get it all? [Summarizing]
Mom: Yes, I think that’s it.
CPA: How confident are you able making these shifts in your diet?
Mom: I feel pretty confident. I think I will feel less guilty about the way I am eating if I can just add in some healthy things.
CPA: Great. You have a good plan. So next time we will check in and see how you did with the changes and find out how your conversation went with the peer counselor. Are there any other questions you have for me today?
Mom: No, I don’t think so.
CPA: Great. Now we will go ahead and schedule your next appointment and review the food package and how to use your card.
Mom: Great.

Stop here and ask the discussion questions above.
Observation Guide: Evoking Motivations for Breastfeeding

**Option 1:** Observe staff. Note areas where staff use C.A.R.E.S. skills to encourage participants to voice their motivations and reasons for breastfeeding and areas for improvement.

**Option 2:** Have staff observe each other and use this form to note areas where they do well. Have them share specific feedback with each other about strengths they saw. Encourage sharing strategies.

<table>
<thead>
<tr>
<th>C.A.R.E.S. Skills</th>
<th>Comments and examples</th>
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<tbody>
<tr>
<td><strong>Exploring motivations for breastfeeding</strong></td>
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<td><strong>Open-ended questions</strong></td>
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<td><strong>Affirmations</strong></td>
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<td><strong>Reflective Listening</strong></td>
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<td><strong>Sharing information tailored to each individual’s unique situation</strong></td>
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**Nevada WIC C.A.R.E.S.**

**Self Observation Guide: Evoking Motivation for Breastfeeding**

- Each time you use techniques to help a participant talk about her motivations or reasons to breastfeed, give yourself a gold star. Collecting successful strategies will help you use them in the future with other participants.
- Save this sheet to remind you of successful strategies and share them with your co-workers.

<table>
<thead>
<tr>
<th>Successful strategies – give yourself a star!</th>
<th>Write down successful strategies to help evoke motivations to breastfeed</th>
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<tbody>
<tr>
<td>![Gold Star]</td>
<td>A mom came in that was having some complications with breastfeeding. After exploring the issue and arranging for her to meet with the peer counselor, I told her she was strong and asked her to tell me some of the reasons she continues to put the effort into breastfeeding even with the complications. She told me how important it was to her and how she wanted the best for her baby and her future.</td>
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Offering Nutrition Education
Explore --- Offer --- Explore

**Explore:** Ask what the client knows or what they would like to know

*What do you know about weight gain during pregnancy?*

*What have you heard about breastfeeding?*

*What concerns—if any—do you have about ____________?*

*When it comes to feeding your baby, what would be most helpful to know more about?*

**Offer:** Offer information in a neutral, nonjudgmental manner

*The WIC program suggests...*

*The American Academy of Pediatricians recommends...*

*Other parents have found...*

*What we generally recommend at WIC...*

**Emphasize Choice!**

“And I recognize that it is your choice to________________.”

**Explore:** Ask about the participant’s thoughts, feelings, and reactions

*What do you think about this information?*

*Based on these ideas for feeding, what could you see yourself doing?*

*In terms of quitting smoking, what concerns you the most?*

*If you made a change in this part of your life, how might that be a good thing for your baby?*


**HANDOUT 8.1**

**MOM SAYS**

**Instructions:**

Write down common questions you hear from a new mother once she gets past the initial adjustment period of the first several weeks. Write down:

1. What is she most worried about when she says these things?
2. What affirmation will help her feel reassured?
3. What information is most important to share with her?

<table>
<thead>
<tr>
<th>Mom Says:</th>
<th>What She Is Worried About Most</th>
<th>Affirmation</th>
<th>Information</th>
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Using *Loving Support To Grow and Glow in WIC: Breastfeeding Training for Local WIC Staff*
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References / Resources

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