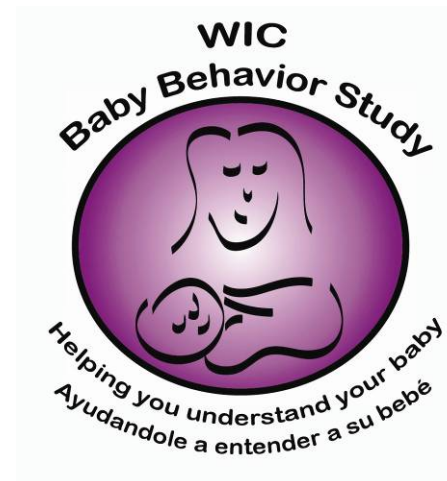


New Tools to Reduce Overfeeding:

The FitWIC Baby Behavior Study

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Training 4

Teaching Baby Behavior in Group Settings

&

Sustaining Baby Behavior
Education in Your Agency:
Tools for Educators



Learning Objectives

By the end of this session you will have:

- Discovered tools for adding Baby Behavior messages into your group education
- Examined group classes taught as part of the Baby Behavior Study
- Learned ways to sustain Baby Behavior education in your agency long term



Baby Behavior Education:

Creating &
Sustaining
Behavior
Change





Sharing Baby Behavior Messages in a Group Setting:

Tools for Educators

Main Mom Messages

- Infant Sleep
- Infant Cues
- Crying



Main Mom Messages: Infant Sleep



Babies need to
dream and wake
up to be healthy

Babies wake less
often as they get
older

When to Educate Parents About Infant Sleep

- Ideal time: Prenatally
- Why?
 - Anticipatory guidance: prenatal women WANT to learn about their babies
 - Parents need this information **soon after birth**
 - Parents may not attend a postpartum class until month 1 or 2, need messages earlier!
 - Primiparous may not find the sleep messages immediate

How to Share the Message: Infant Sleep

- Simply, no sleep cycles, stick to the main mom messages
- Use visual aids: SHOW parents the difference between active and quiet sleep.
- Use real life examples that parents can relate to:
 - Ask questions & give explanations
 - “Have you noticed your baby dreaming?”
 - “How did you know he was dreaming?”
 - Explain dreaming
 - Tell a story



Baby's Sleeping



Did you know that babies sleep 13 to 14 hours per day? Just not all at once!



The more they sleep during the day, the less they sleep at night.



#1

Once upon a time...in a city not far from here...a new mom and her 2 month old baby are settling down for bedtime.

The Sleep Story

Understanding Your Baby's Sleep



Active (light) Sleep

**Babies' brains are
growing and
developing**

**Babies wake-up
easily**



Quiet (deep) Sleep

Sweet Dreams



Want to help me dream more and sleep safely?

Put me to sleep on my back!!

Main Mom Messages: Infant Cues

Learning your baby's cues and how to respond to them will make you both happier



Babies are not always hungry when they cry

Babies can tell moms what they want by using their bodies and noises—cues

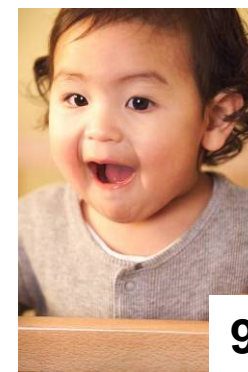
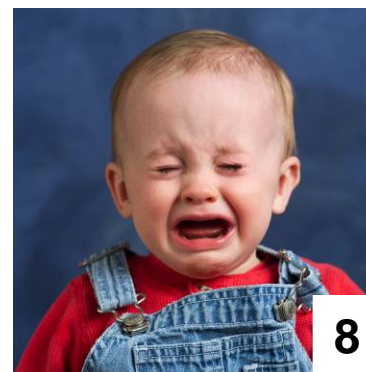
When to Educate Parents About Infant Cues

- Ideal time: Early postpartum (Birth-3 mos.)
- Why?
 - Parents have their real baby present to practice with.
 - Every baby is different.
 - Not as immediate & useful prenatally.

How to Share the Message: Infant Cues

- Demonstrate cues that parents will recognize
- Pictures of infant cues- a snapshot of a moment in time
- Use simple lists of “I want to be near you” cues & “I need a break or something different” cues and/or general statements about each.
 - Example: “When your baby gets tired, uncomfortable, or over stimulated, he will start to use I need a break cues.”
- Use a case-study type game to let moms practice appropriate responses to cues.

Baby's Cues



Warm Up: More than Words

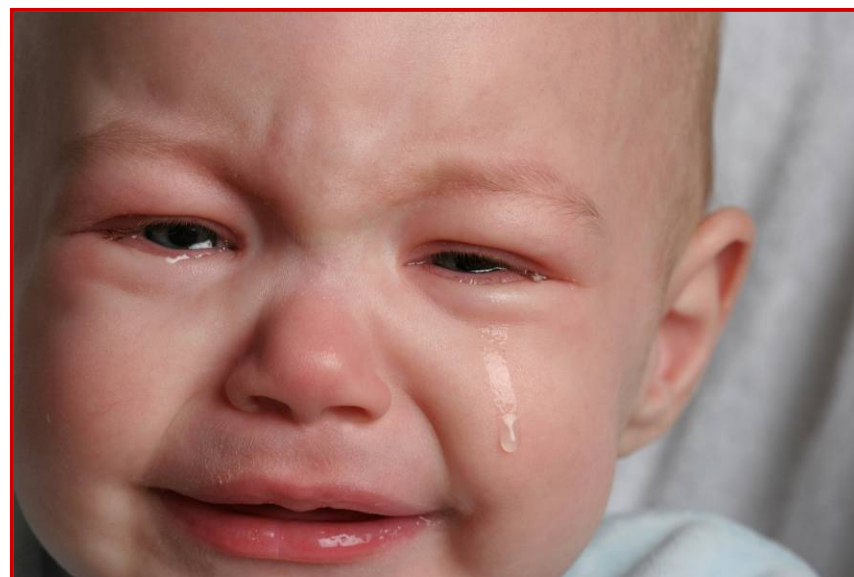


- Pick a baby message from the middle of your table.
- Try to share the message with the person next to you *without talking*.
 - Have them guess what you are trying to “say.”

Main Mom Messages: Infant Crying

Babies cry for many reasons, not just because they are hungry

Babies may take several minutes to calm down when they are upset (repetition)



When to Educate Parents About Infant Crying

- Ideal time: Prenatal or very early postpartum
- Why?
 - Parents think crying = hunger and supplement early
 - Crying peaks at 6-weeks of age
 - Parents need tools to deal with newborn crying and excessive crying

How to Share the Message: Infant Crying

- Have parents tell you their own experiences and ideas first, then build on them.
 - Example: handprint activity
- Teach cues well, reduce crying
- Give solutions:
 - Repetition to soothe
 - Calming techniques



Write down 5 reasons babies cry...



Deciding Where to Add Baby Behavior into your Group Education

- Should your agency:
 - Add Baby Behavior messages to existing group classes?
 - Create new Baby Behavior classes?
 - Use Baby Behavior classes already created as part of the FitWIC Baby Behavior study?

Questions to Consider: Adding Messages to Existing Classes

- How effective are your current classes?
- Do they need to be revised?
- How busy are your nutrition education staff? 😊
- Where do Baby Behavior messages fit?
 - Breastfeeding classes: prenatal & postpartum
 - Infant-feeding classes (1-3 mos. old)
- How long is the existing class?
 - What could you cut to make time for BB?
 - Could you increase class length?
 - Consider the attention span of participants!



Questions to Consider: Creating New Classes

- Where will the new classes fit in your nutrition education plan?
- How many prenatal and infant classes do you teach currently? Is your schedule saturated?
 - Which classes are effective?
- Do you have the room in your schedule to add a class? Or would you be replacing a current class?
- Do you have the staffing to teach another class?

Questions to Consider: Using Baby Behavior Classes from the FitWIC Baby Behavior Study

- Could you fit a 40-minute class into your schedule?
- Are your teachers familiar with the learner-centered teaching style?
- Do you have the capacity to print the posters & props or use Power Point?
- Are your teachers comfortable with the class content (after review)?
- Did your teachers attend all of the Baby Behavior trainings?

The Baby Behavior Classes:

From the FitWIC Baby Behavior Study



“Secrets of
Baby Behavior”

-Infant Class-

“Understanding
Your Baby:
Infant
Behavior”

-Prenatal Class-

“Breastfeeding:
The Gift of
Love”

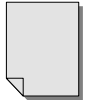
-Postpartum Class-

The Classes: Nuts and Bolts

KEY



Use flipchart



Pass out handout



Reading



Question for the group



Pairs activity



Hands on activity



Writing activity

- 30-40 minutes
- Learner-centered, interactive
- Colorful posters and props
- Power Point option
- Easy to follow outline w/ symbols
- Pilot tested
- Immediate & useful info. for participants

Secrets of Baby Behavior

- **Who:** Postpartum moms of infants birth-3 mos. old
- **What:** Understanding & responding to infant cues, new guidelines for starting solids*, brief review of infant sleep
- **Why:** Moms understand the cues material better postpartum, when they have a real baby to practice with.
- **Activities:** Handprint list, sleep storyboard, Let's Play a Game!
- **Length:** 30-40 minutes



Understanding Your Baby: Infant Behavior

- **Who:** Prenatal women
- **What:** Infant sleep, introduction to infant cues
- **Why:** Infant sleep info. is better received prenatally (may be too late by the infant class)
- **Activities:** Sleep picture story, small group matching game
- **Length:** 30-40 minutes



Breastfeeding: The Gift of Love

- **Who:** Postpartum breastfeeding women
- **What:** Facilitated group discussion of breastfeeding topics, including the Baby Behavior messages
- **Activities:** “Pick a topic stars,”
sleep storyboard
- **Length:** 40 minutes



Common Topics





What other questions or concerns do you have about breastfeeding that you would like to add to this list?

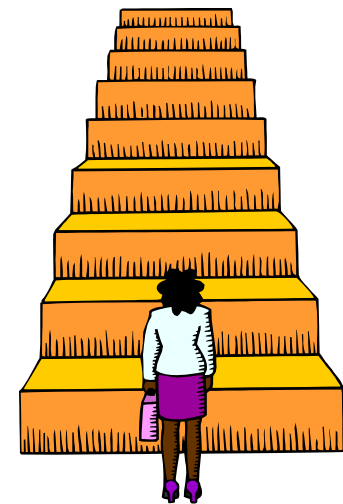
Group Classes During the Intervention: Solutions to Challenges

- If your classes are well attended, schedule enough of them to make it convenient for participants to come!
- If your classes are not well attended, remember that classes are just one way to share the Baby Behavior messages.
- Class length:
 - How long is *your* attention span?
 - Scheduled vs. actual length
 - Cutting activities to save time



Group Classes During the Intervention: Solutions to Challenges

- Training staff to teach classes—they must be comfortable enough with the material to answer participants' questions.
- Not everyone likes to teach!
If possible, schedule those who do.



Baby Behavior Messages in Group Education: Summary

- Focus on teaching cues all moms will recognize to get buy in (*ex: near you cues*)
- Emphasize that every baby will have his or her own “language” but all will have similar cues
- Help parents learn that they can often prevent some crying; they will feel more in control (*less stress*)



Baby Behavior Messages in Group Education: Summary

- Keep it simple! Parents get overwhelmed if you make Baby Behavior too complicated
- Repeat “Main Mom Messages” throughout the classes in different ways
- Cover sleep messages prenatally, cues early postpartum

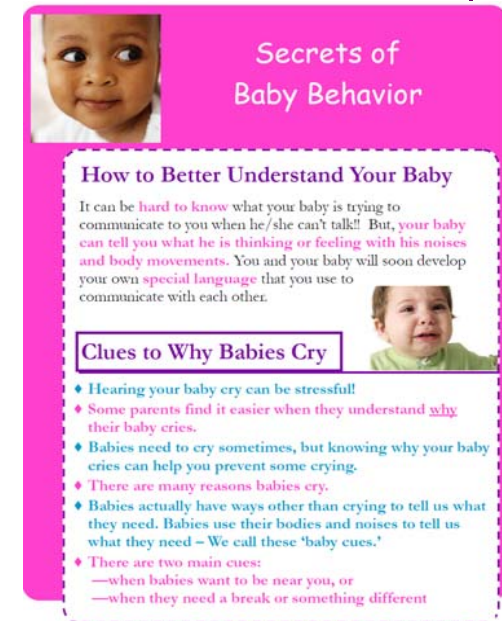


Alternatives to Group Classes: “Mini Classes”

- 7 short (3-5 minute) activities to share the Baby Behavior messages with participants
- Activities can be added to the end of current classes you offer
- Benefits:
 - Not a whole new class for staff to learn/teach
 - Best for sites that offer multiple classes that parents attend on a regular basis
 - Could be added onto general nutrition classes as well

Optional: Self Learning Modules

- A 5-7 page booklet about Baby Behavior
- Followed by a brief quiz (5-6 questions) on the content
- A staff member corrects the quiz, reviews answers with parent
- Offer take-home handouts on sleep, cues, or crying
- Optional: incentives, educational contact



Increasing Effectiveness of Your Baby Behavior Classes



Even the clearest water appears opaque at great depth.

-Anonymous

Questions to Consider: Teaching Infant Behavior

- Are teachers comfortable enough with BB background to answer questions/explain concepts beyond the class activities?
- Are teachers trained to facilitate?
(Participants can take over/get off topic)
- Who will teach?
 - Effective classes = effective teachers



Ideas to Increase Effectiveness of Teachers

- *Assign a leader* to each class (mentor, answers questions) or make a pair of teachers responsible for an individual class (props, prep, teaching)
- Ask-it-basket
- Teacher meetings to discuss new classes
- Could an RD/LC teach higher level classes?
 - Breastfeeding
 - Infant classes

Offer Further Training to Teachers

- Train on facilitation techniques.
 - Example: Acknowledge what participant says, include new/correct information, move ahead to the next activity
- Offer sources for additional education about Baby Behavior
 - Refresher trainings: review + new information
 - Baby Behavior blog:
<http://www.secretsofbabybehavior.com>
 - Webinars: <http://lactation.ucdavis.edu>
 - NCAST: <http://www.ncast.org>

What's Next?

- Coming soon...



Supporting Your Staff in Sustaining Baby Behavior Education in Your Agency Long Term



Help Your Staff Feel “Safe”

Classes:

- Ensure that your staff are comfortable enough with the material to be able to talk about it with others/answer questions (*training*).
- Develop organized classes that are simple to teach
- Schedule teachers that are familiar with the class content/subject



Help Your Staff Feel “Safe” (cont.)

Counseling:

- Use simple messages that can be repeated easily
 - Main mom messages
- Provide step by step instructions of when and how to use messages
 - Give calendar during 8 mo. trimester check
- Remind staff that participants will not be offended by the messages
 - The BB messages are friendly and won't offend participants or spark debate

Increase Staff Confidence in Baby Behavior Messages

- Staff are busy! Help them realize that BB messages are just one more tool to use when working with new moms
- Have them try using Baby Behavior tools at home
- Talking to parents about BB will make staff more confident in their ability to help parents
 - Share success stories at team meetings
- Model talking to caregivers about BB
 - This isn't just for your staff!
 - Train supervisors, RD's, front line staff, WNA's, LC's, etc.

Remind Staff that Baby Behavior Education *Really Works!*

- Baby Behavior education works!
 - 6% increase in exclusive BF food package
 - 3.4% decrease in formula fed package
 - 7% decrease in cans of formula
- Moms were grateful for the practical information
- Staff felt empowered helping moms better understand their babies
- Watch the numbers in your agency – make it a competition



Understand that Behavior Change Takes Time

- Your staff (and you!) have preconceived ideas
- Example: Crying and waking = hunger, spoiling babies, “sleeping through the night”
- Pre-conceived ideas take time to change
- Staff have to see that the Baby Behavior messages really work before they share them
- Solutions:
 - Break up Baby Behavior trainings to give staff a chance to see babies and apply what they learn in between sessions
 - Share “success stories” at team meetings



Baby Behavior Education Long Term

- Policy/protocols
 - Class evaluations
 - Add to WNA certification, LCA
 - Offer training module for new staff
 - Send new staff to regional Baby Behavior trainings



We hope you have discovered a few secrets today to help you sustain Baby Behavior education in your agency

- What are YOUR ideas for incorporating Baby Behavior education into your current clinic practices?
- How will you ensure that it stays a part of nutrition education in your agency long term?
 - Discuss in clinic teams & then share ideas with the group

