

# Challenges & Support Needed for Breastfeeding during ANTENATAL CARE

## To PREPARE for breastfeeding

Parents need education & anticipatory breastfeeding counselling starting during the first trimester as part of routine antenatal care.

Parents need preparation for breastfeeding, & this is crucial during pregnancy. However, they may not fully understand the need to breastfeed their newborns or the need to prepare.



## Parents need to know:

- Breastfeeding myths & false beliefs
- Position & attach baby to the breast & hand express breastmilk
- How to continue breastfeeding when they return to work

- Importance of breastfeeding
- Recommendations for breastfeeding
- Plan for the birth

## Challenges in delivering the information:

- Competing priorities for their education. Parents are often focused on the actual birth rather than what will happen after birth such as breastfeeding.
- Antenatal staff are often insufficiently trained for the task
- Lack of staff and healthcare provider commitment



## How to improve support antenatally:

- Train all antenatal staff to provide up-to-date evidence-based information & counselling
- Introduce parents antenatally to the community networks
- Raise awareness of the importance of breastfeeding preparation
- Integrate breastfeeding with each antenatal visit, use available technology & practical demonstrations using aids