

Promoting breastfeeding success: Evidence-based practices and support strategies.

Mary Karisa*

JBI Clinical Fellowship, Spanish Centre for Evidence-Based Nursing and Healthcare: Spain

Introduction

Breastfeeding is widely recognized as the optimal method of infant feeding, offering numerous health benefits for both infants and mothers. However, many women face challenges and barriers to successful breastfeeding. To address these issues and promote breastfeeding success, evidence-based practices and support strategies play a crucial role. This article provides an overview of these practices and strategies that can enhance breastfeeding outcomes. First and foremost, prenatal education is vital in preparing expectant mothers for breastfeeding. Providing accurate and evidence-based information about the benefits of breastfeeding, proper latch techniques, and common challenges can empower women to make informed decisions and set realistic expectations. Prenatal education can be delivered through antenatal classes, one-on-one counselling sessions, or online resources [1].

Another evidence-based practice is to establish immediate skin-to-skin contact between the mother and new-born after birth. This practice promotes early initiation of breastfeeding, helps regulate the baby's body temperature, and enhances the mother-infant bond. Skin-to-skin contact should be encouraged regardless of the mode of delivery, and healthcare providers should assist and support mothers in initiating breastfeeding during this critical period. Rooming-in, where the baby stays in close proximity to the mother throughout the hospital stay, is also essential. This practice allows for frequent and timely breastfeeding, helps mothers recognize hunger cues, and facilitates the establishment of a successful breastfeeding relationship. By keeping mothers and infants together, healthcare facilities can support and promote breastfeeding while ensuring the well-being of both [2].

Early and frequent breastfeeding is another evidence-based strategy to enhance breastfeeding success. Encouraging mothers to breastfeed within the first hour of birth and offering frequent breastfeeding sessions helps establish a good milk supply, ensures proper nutrition for the infant, and stimulates milk production. Healthcare providers should educate mothers on the importance of feeding on demand and provide guidance on recognizing feeding cues [3].

Community resources are valuable in promoting breastfeeding success. Local support groups, breastfeeding clinics, and helplines can provide additional assistance and information to breastfeeding mothers. These resources offer a safe space for

mothers to seek guidance, express their concerns, and connect with others going through similar experiences. By creating a network of support, communities can empower mothers and contribute to successful breastfeeding journeys [4].

Breastfeeding-friendly policies are essential to create an enabling environment for breastfeeding mothers. Paid maternity leave allows mothers to establish breastfeeding routines without the added stress of returning to work too soon. Workplace accommodations, such as designated lactation spaces and flexible break times for pumping or breastfeeding, ensure that employed mothers can continue breastfeeding after they return to work. Public breastfeeding supports, through laws that protect a mother's right to breastfeed in public and societal acceptance, helps remove the stigma and normalize breastfeeding as a natural and essential act.

To promote breastfeeding success, it is crucial to address societal attitudes and misconceptions surrounding breastfeeding. Education campaigns, media representation, and community awareness initiatives can help dispel myths and misconceptions about breastfeeding. By promoting a positive and supportive culture around breastfeeding, women are more likely to feel empowered, confident, and encouraged to breastfeed [5].

Conclusion

Promoting breastfeeding success requires evidence-based practices and support strategies that address the challenges and barriers faced by breastfeeding mothers. Prenatal education, immediate skin-to-skin contact, rooming-in, early and frequent breastfeeding, on-going support through lactation counselling and peer groups, and community resources are all important components. Additionally, breastfeeding-friendly policies and addressing societal attitudes contribute to creating an environment that supports breastfeeding. By implementing these evidence-based practices and strategies, healthcare professionals, communities, and policymakers can enhance breastfeeding success, improve maternal and infant health outcomes, and foster a breastfeeding-friendly culture.

References

1. Freney E, Johnson D, Knox I. Promoting breastfeeding-friendly hospital practices: a Washington state learning collaborative case study. *J Hum Lact.* 2016;32(2):355-60.

*Correspondence to: Mary Karisa, JBI Clinical Fellowship, Spanish Centre for Evidence-Based Nursing and Healthcare: Spain. E-mail: karisam32@S.edu.in

Received: 30-May-2023, Manuscript No. AAPNM-23-102892; Editor assigned: 2-Jun-2023, PreQC No. AAPNM-23-102892 (PQ); Reviewed: 15-Jun-2023, QC No. AAPNM-23-102892; Revised: 22-Jun-2023, Manuscript No. AAPNM-23-102892 (R); Published: 27-Jun-2023, DOI: 10.35841/aapnm - 7.3.149

2. Saus-Ortega C. Promoting correct positioning and attachment in breastfeeding infants born by section cesarean in the La Fe Hospital in Spain: a best-practice implementation project. *JBIEvid Implement.* 2020;18(3):297-307.
3. Cramton R, Zain-Ul-Abideen M, Whalen B. Optimizing successful breastfeeding in the newborn. *Curr Opin Pediatr.* 2009;21(3):386-96.
4. Briere CE, Lucas R, McGrath JM, et al. Establishing breastfeeding with the late preterm infant in the NICU. *J Obstet Gynecol Neonatal Nurs.* 2015;44(1):102-13.
5. Bhandari N, Kabir AI, Salam MA. Mainstreaming nutrition into maternal and child health programmes: scaling up of exclusive breastfeeding. *Matern Child Nutr.* 2008;4:5-23.