

The words we use matter

How language used by Health Care Practitioners
impacts infant feeding

Wendy Jolliffe & Hannah Zanovello



LA LECHE LEAGUE
CANADA

La Leche League mission statement

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Encourage, Promote and Provide...

- Breastfeeding, chestfeeding, and human milk feeding support
- Educational opportunities as an important contribution to the health of children, families and society.

Disclaimer

Wendy and Hannah volunteer as LLLC Leaders and provide community peer support individually and in group meetings, as well as offer prenatal breastfeeding courses. As speakers, we are being paid an honourarium.

Who
are
you?



What
do you
do?



WENDY
JOLLIFFE

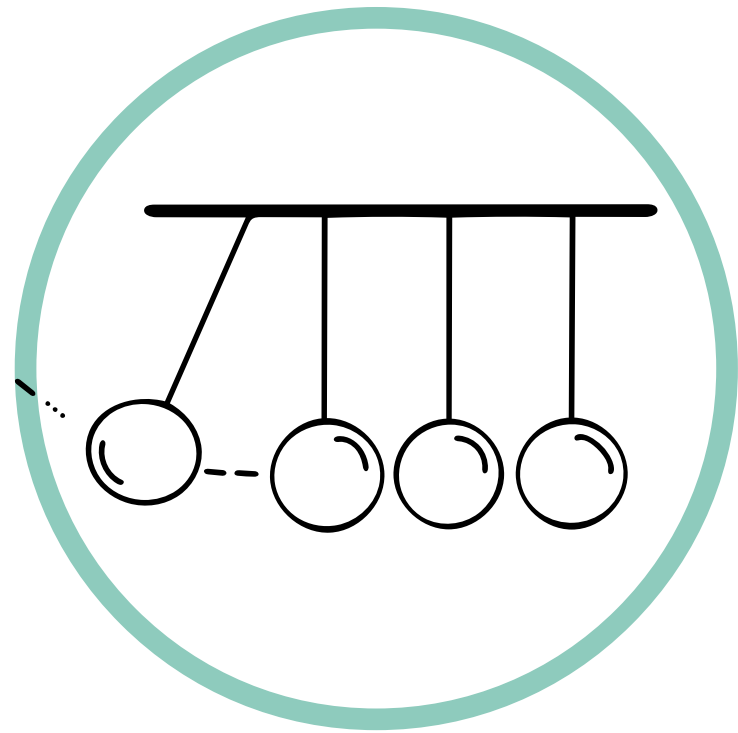


HANNAH
ZANOVELLO

LET'S EXPLORE



The power of words
in a health care
environment



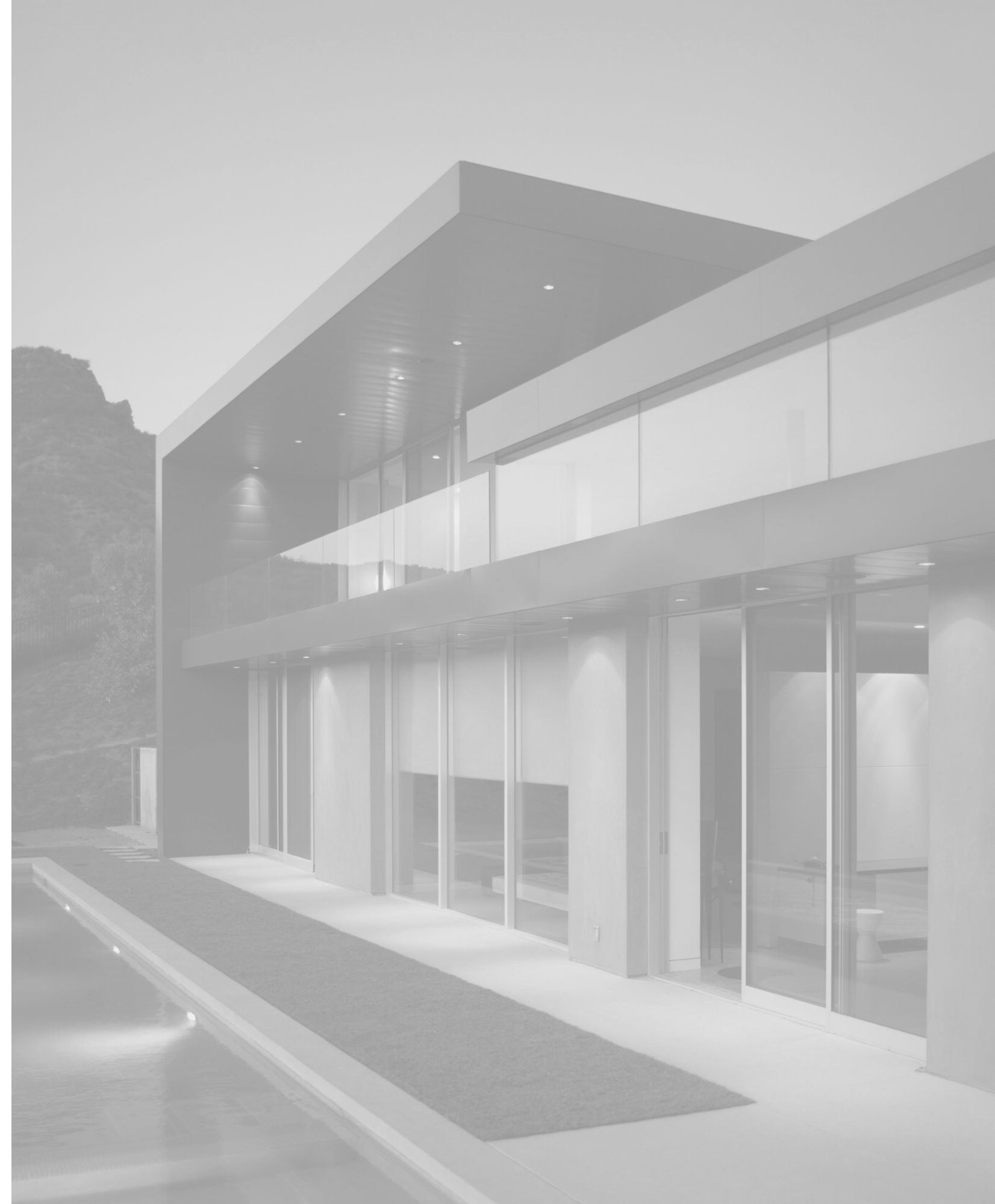
The impact of
language in pre and
post natal support



Alternative
language

our objectives

1. understand the impact that HCP language has on infant feeding
2. become aware of past and emerging research on language
3. identify possible harmful language
4. adopt language that is more supportive





If feeding a newborn human milk is a clearcut health issue, and, we give families the technically correct information that they require,
why do the words
we use matter?





warm up

how do I **support** new parents in
their infant feeding journey?

family voices



Min



Tanesa



Khadija



Louise

“

evidence based research

how support impacts ability to meet goals

”

The best-fit regression model revealed eight variables that explained 54% of the variance in Breastfeeding Self Efficacy Scale (BSES) scores at 1-week postpartum:

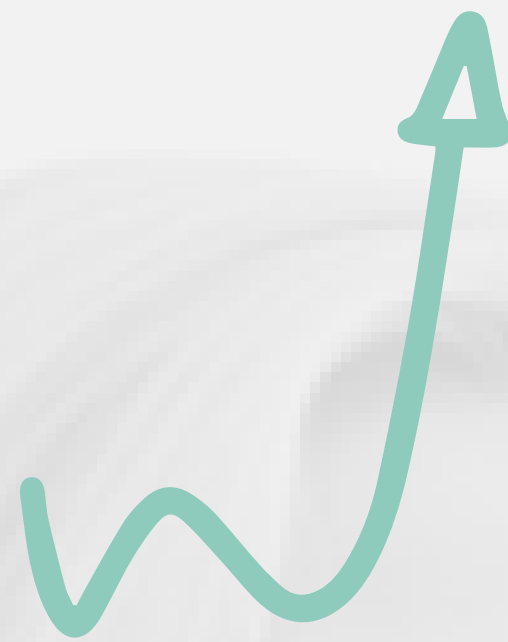
1. Maternal education
2. Support from other women with children
3. Type of delivery
4. Satisfaction with labor pain relief
5. Satisfaction with postpartum care
6. Perceptions of breastfeeding progress
7. Infant feeding method as planned
8. Maternal anxiety

The BSES may be used to identify risk factors, enabling health professionals to improve quality of care for new breastfeeding mothers.

Identifying predictors of breastfeeding self-efficacy in the immediate postpartum period

Cindy-Lee E. Dennis (2006)

KNOWLEDGE



BREASTFEEDING RATES



WHY?

Supporting breastfeeding mothers: qualitative synthesis

McInnes, R. J., & Chambers, J. A. (2008)

EXCLUSIVE BREASTFEEDING RATES
INCREASE WHEN
PSYCHOMETRIC SCORES (EPDS AND
PHQ-9) ARE LOWER



*Women's Mental Health as a Factor Associated with Exclusive Breastfeeding and Breastfeeding
Duration: Data from a Longitudinal Study in Greece*

Maria Dagla, Irina Mrvoljak-Theodoropoulou, D. Karagianni, Calliope Dagla, D. Sotiropoulou, Eleni Kontiza, Aikaterini-Taxiarchoula Kavakou, E. Antoniou (2021)

imagine you are supporting
a new birthing parent.

How does it play out, and
what might you say?

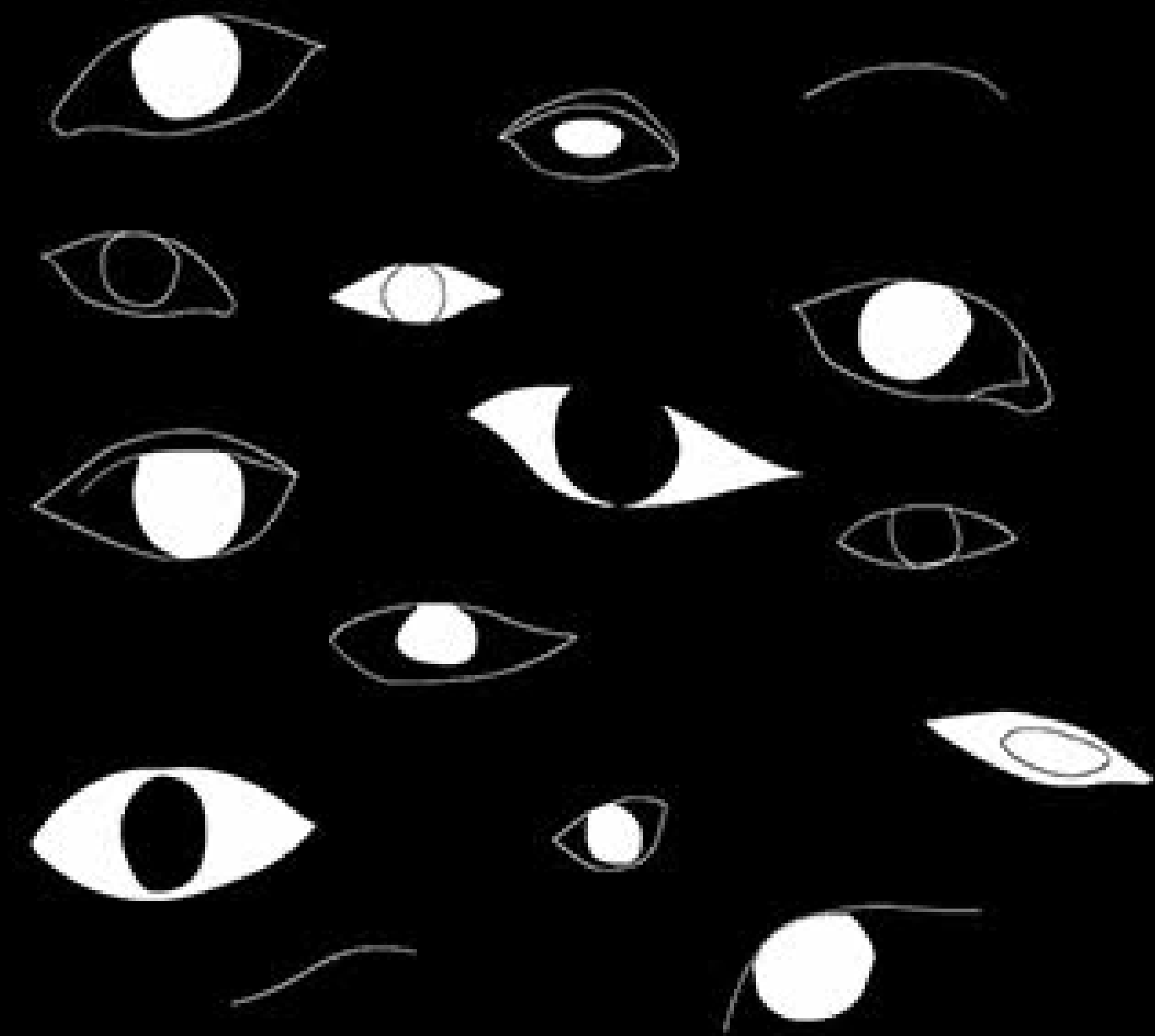


What are some phrases you find might be **harmful** to a breastfeeding journey?

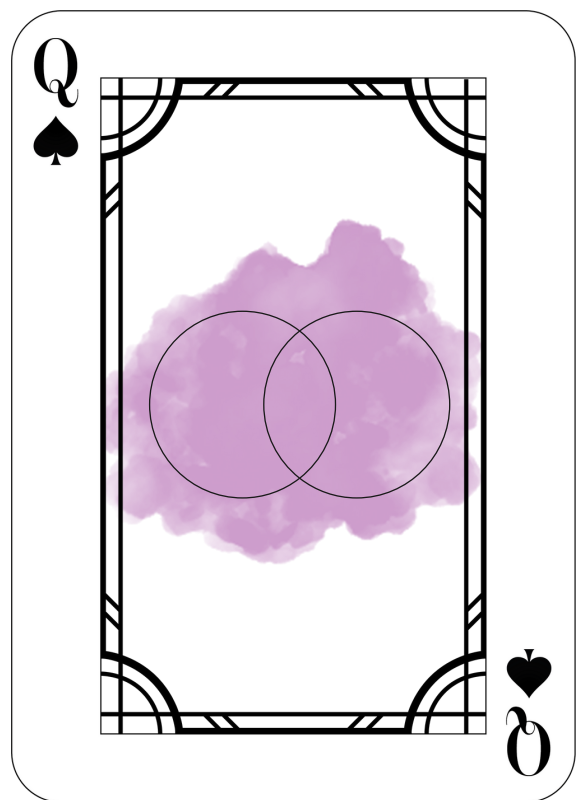
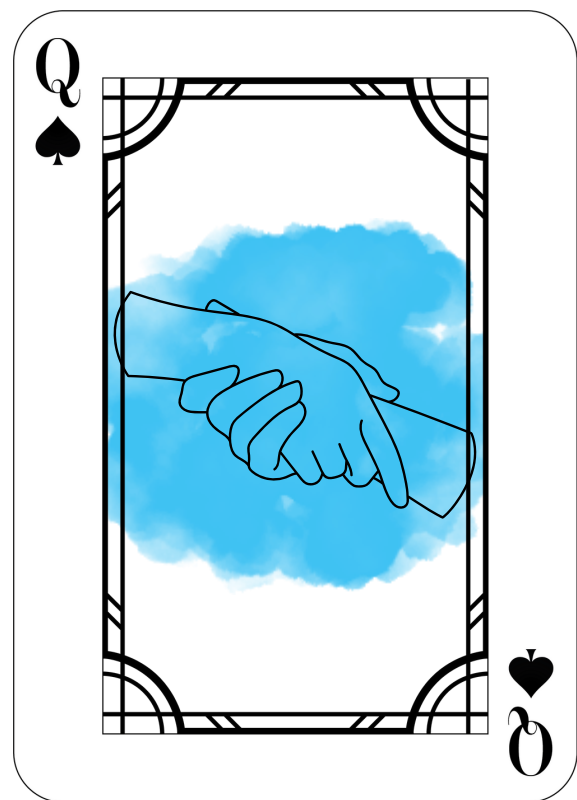
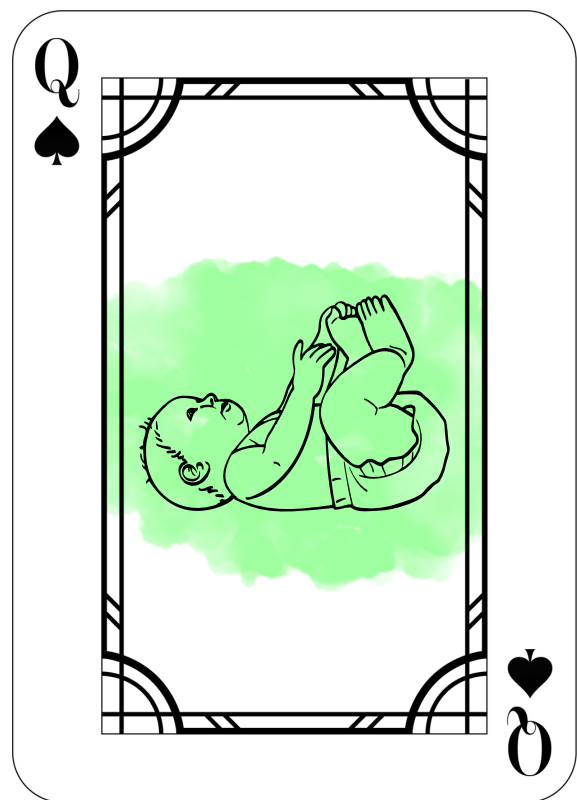
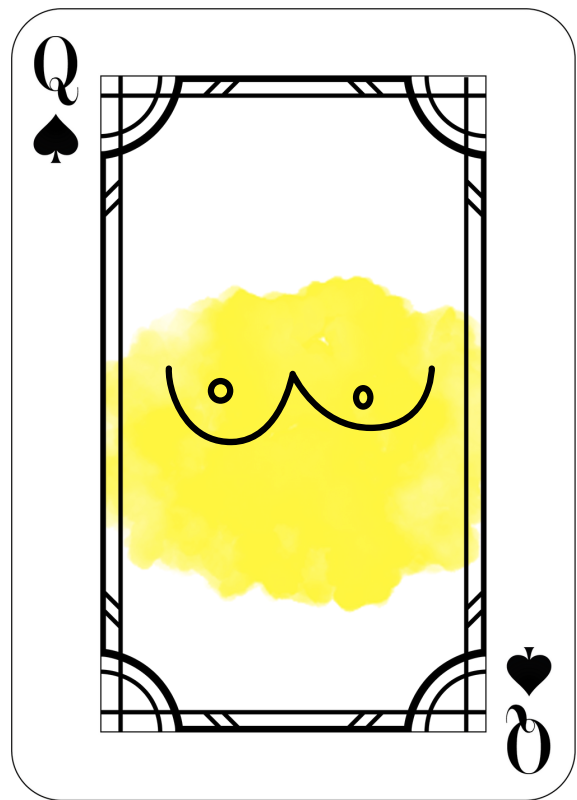
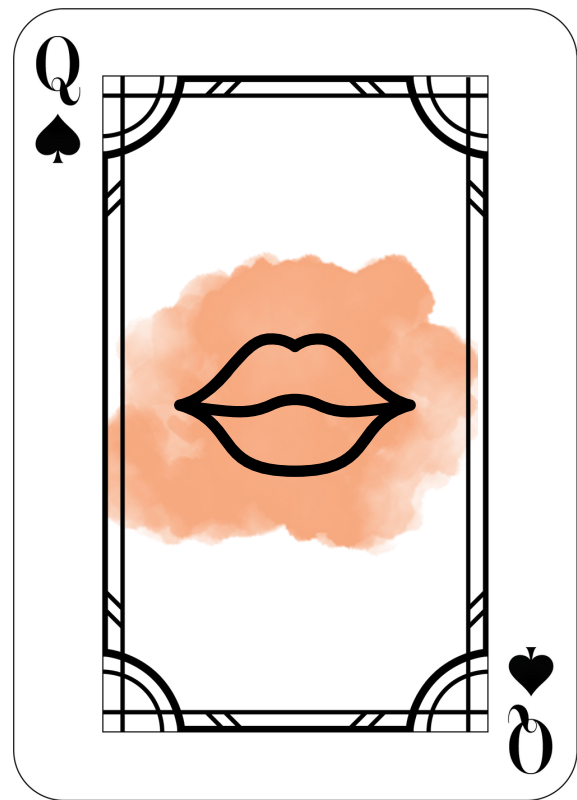
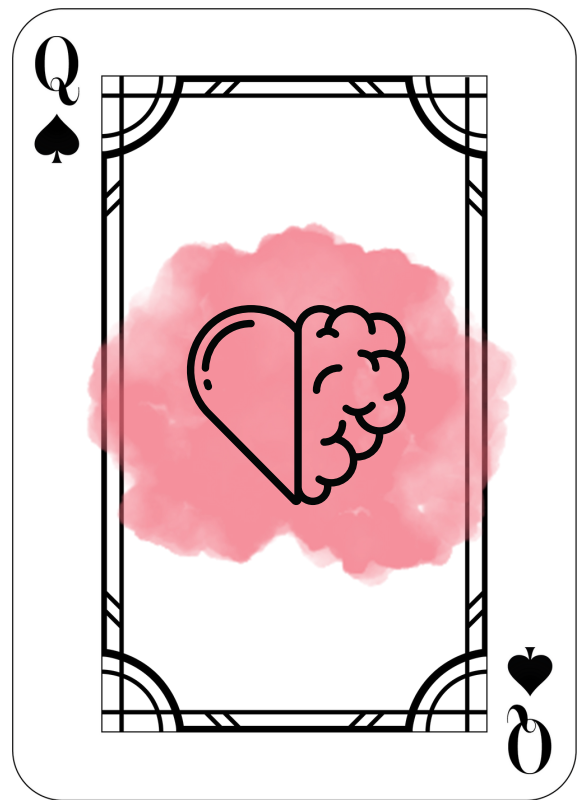
What are some phrases you find might be harmful to a breastfeeding journey?



In what way might they be harmful?



what language
might we
unconsciously
perpetuate?

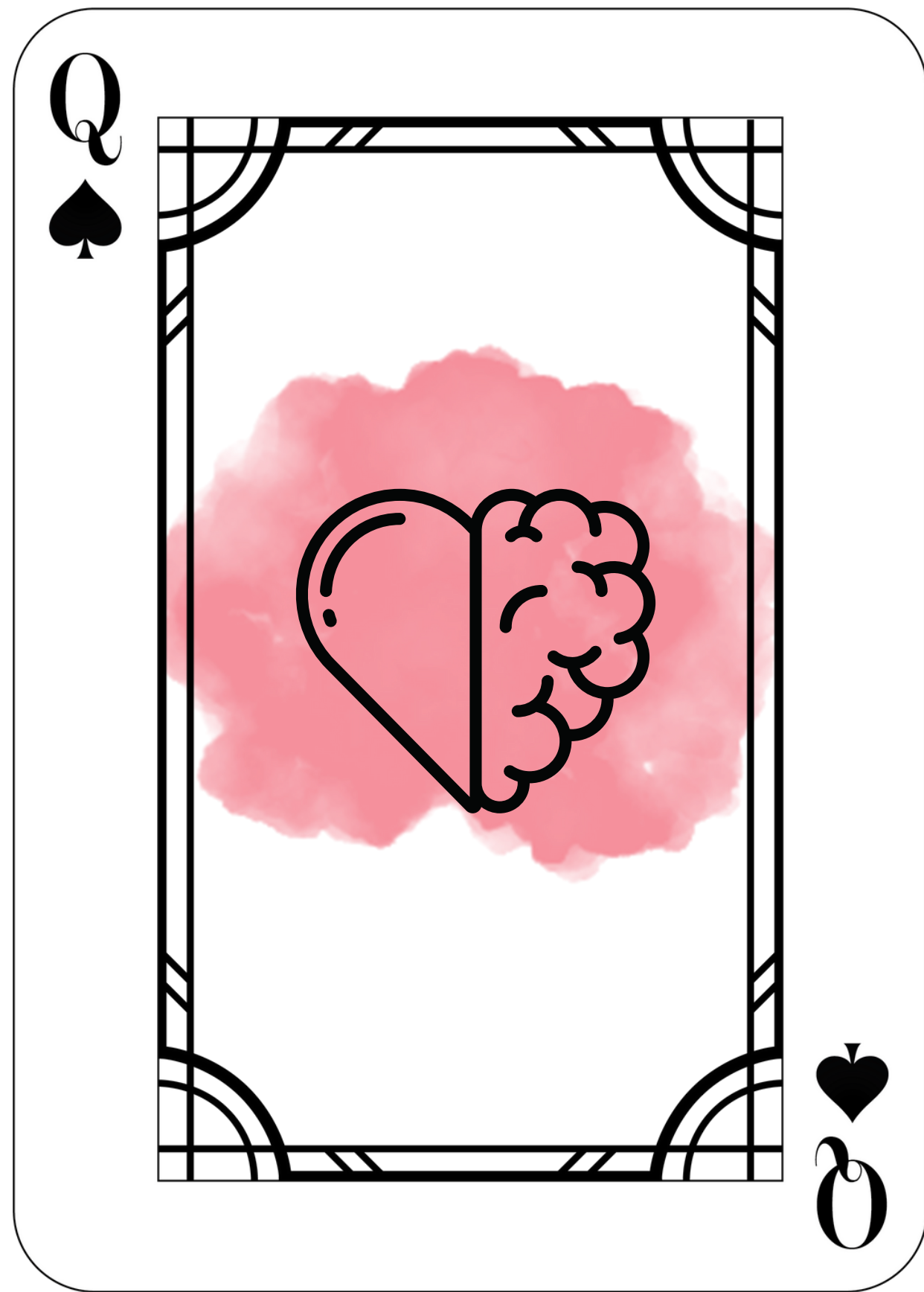


DRAW A CARD

debunk common terms

practice empathy

transformation

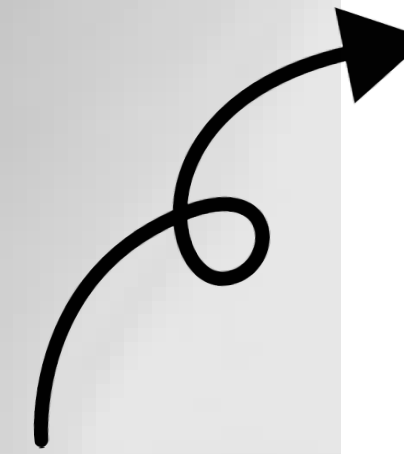


best possible,

ideal,

optimal,

perfect

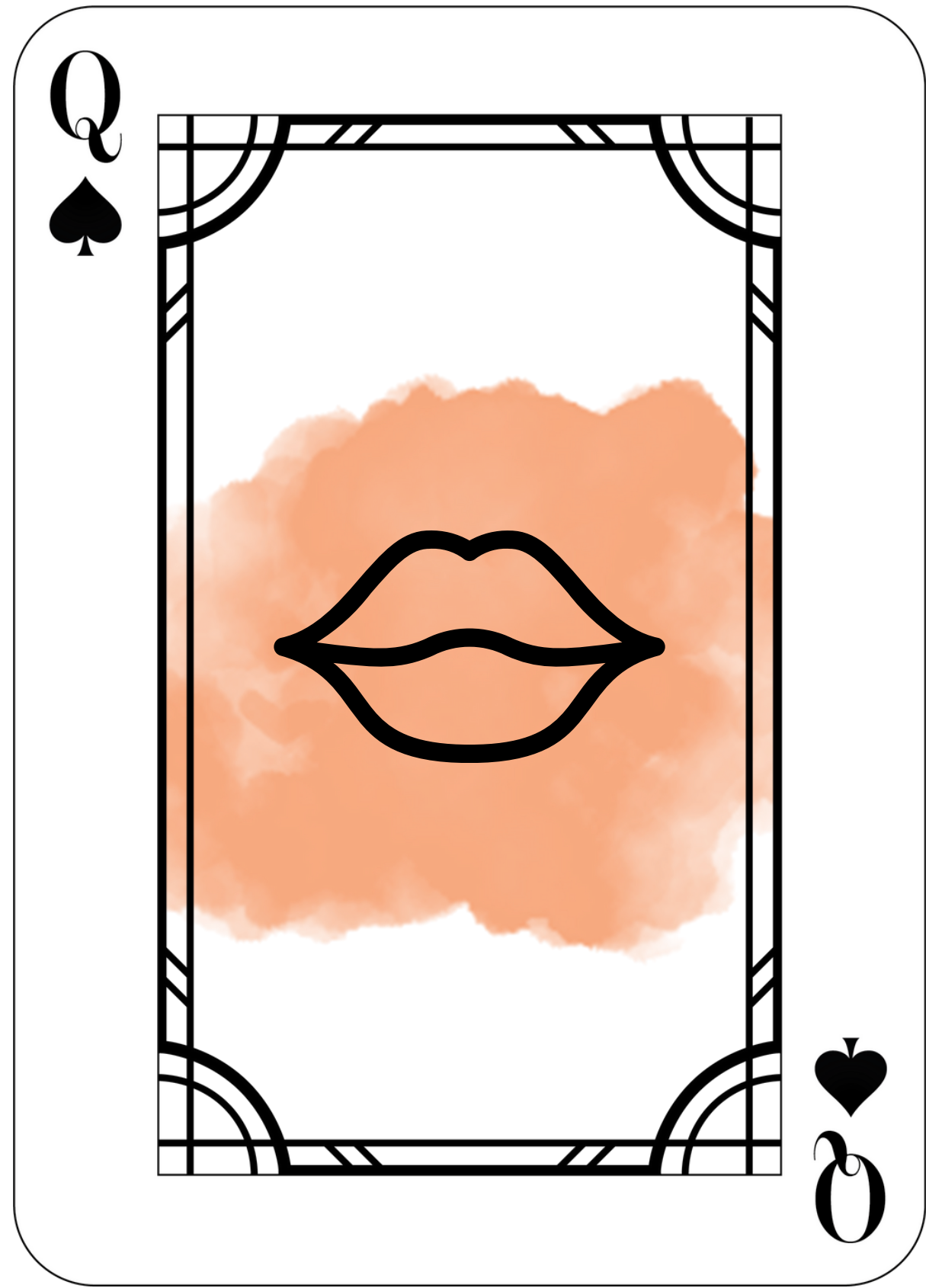


Try...

normal.

safe.

biological.



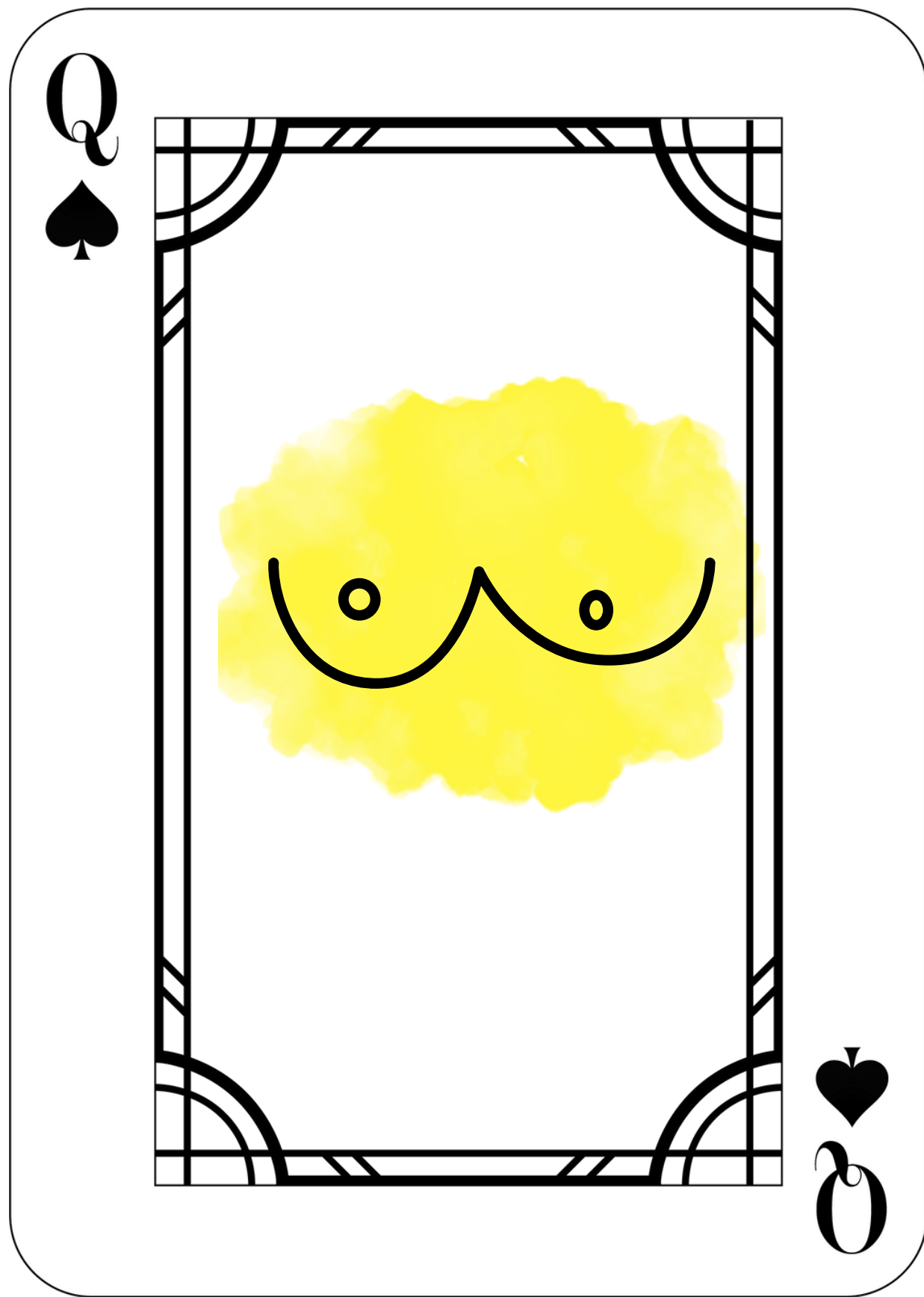
pros
and
cons

advantages
and
disadvantages

Try...

opportunities
and
obstacles

balance and
unbalanced



successful  Try...

correct

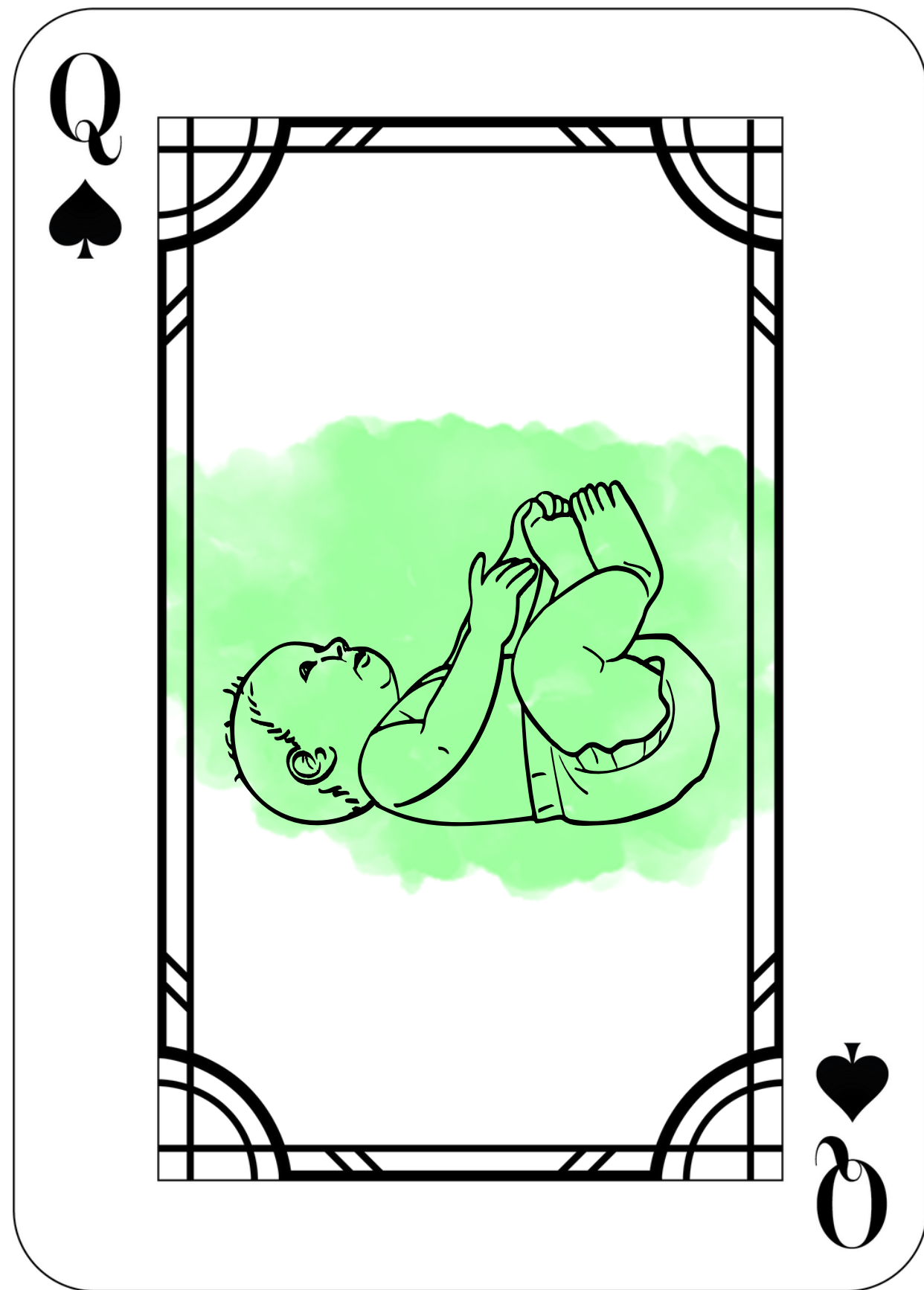
unique

all

aims

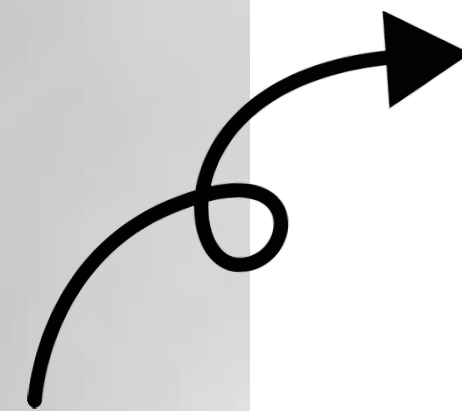
none

individual



insufficient
milk supply

mishapen
breasts

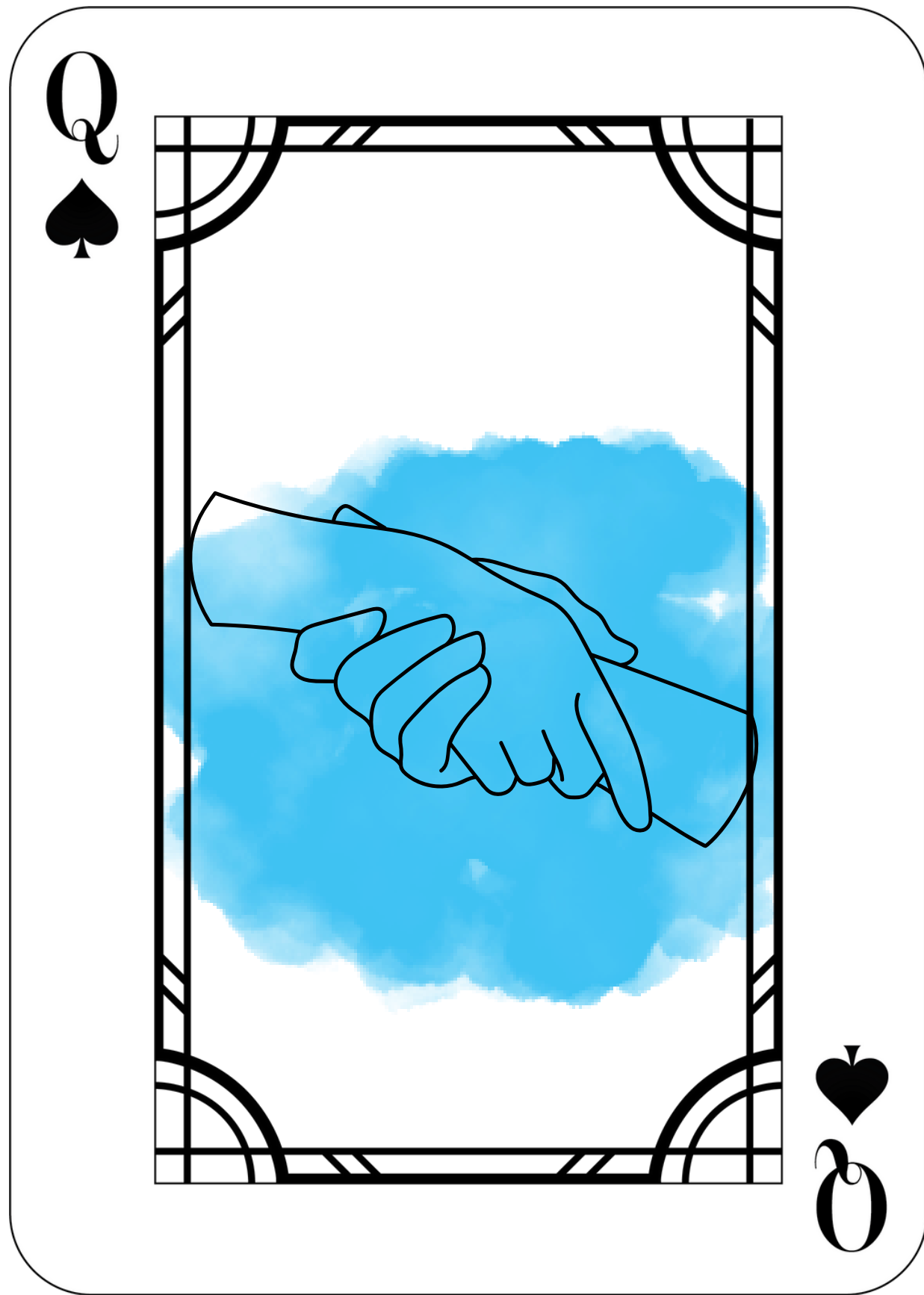


Try...

low milk
supply

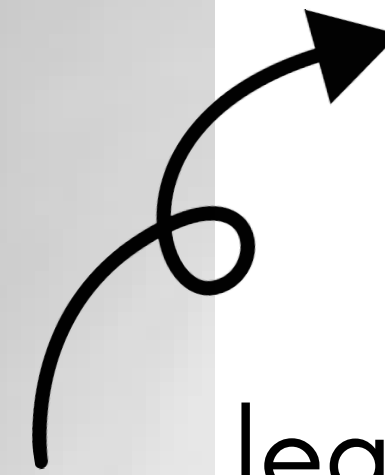
milk
production

beautiful



it's
natural

it's easy



Try...

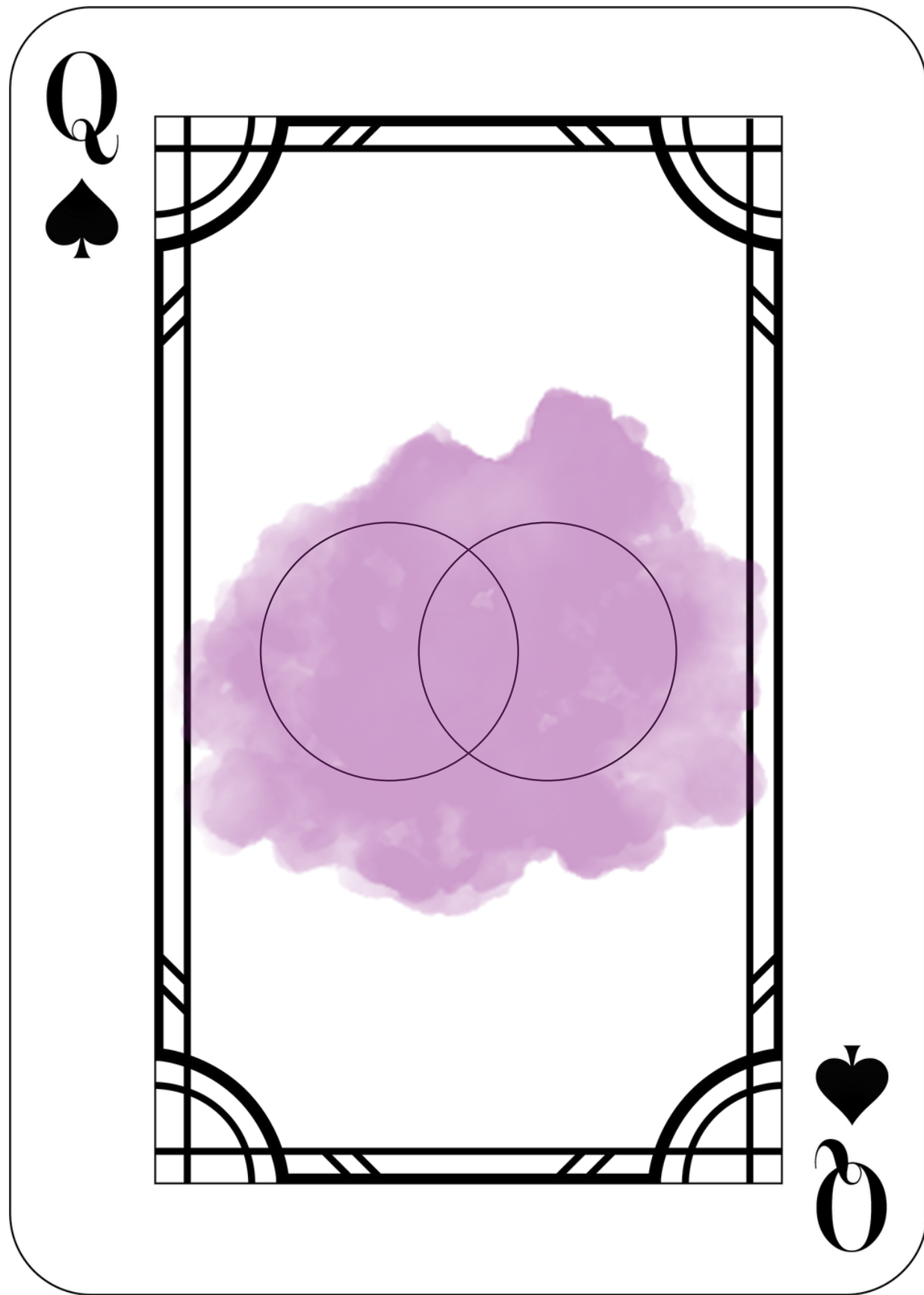
learning journey

adaptation

unique

unknown

obstacles



try
eliminating
that
ingredient
from your
diet

Try...

milk is made
with your
circulatory
system

limit limits

go-to empowering acronym

LISTEN

EMPATHY

ACKNOWLEDGE (AND ASK)

DIALOGUE (AND DESCRIBE)

EXPERT (WHO?)

REVIEW



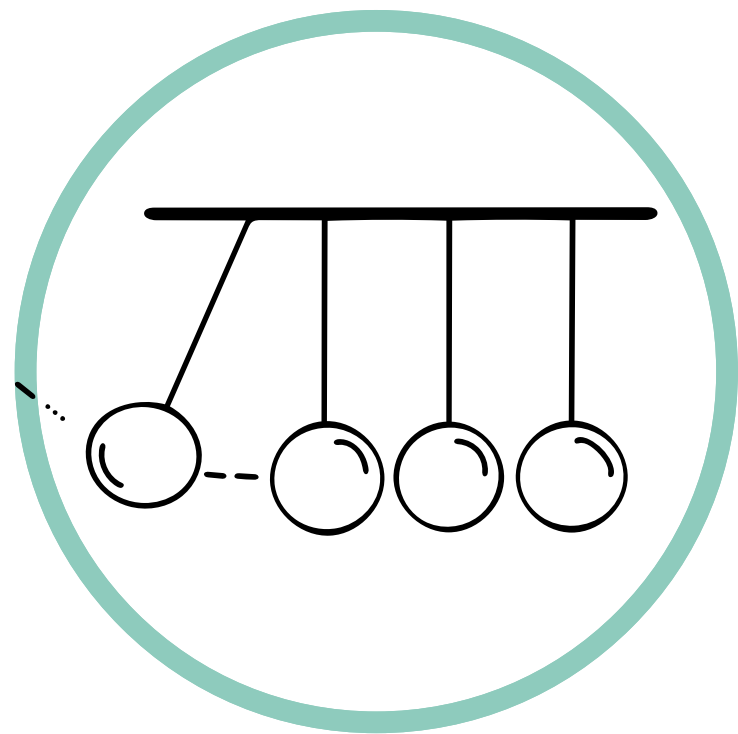
what is something
new
you learned today?



Conclusion



The power of words
in a health care
environment



The impact of
language in pre and
post natal support



Alternative
language

Conclusion



Questions?



Comments?



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