

*Dr. Leigh Anne Allwood Newhook
Dr. Christina Doonan*

'ARE YOU GONNA BREASTFEED? OK, GOOD. GOOD LUCK': A GUIDE FOR PHYSICIANS TO HELP WITH INFANT FEEDING CONVERSATIONS

Most women report not being asked about infant feeding choices during prenatal care. This includes physicians, despite their important role in providing health information regarding infant feeding choices. We will share research findings from the Baby-Friendly Council of NL Research Working Group revealing that infant feeding choices and behaviours are often complex. Participants will assess their own attitudes by completing the Iowa Infant Feeding Attitudes Scale. We will discuss practical conversation tools which will aid these crucial clinical conversations.

1. Explain how attitudes, experience and barriers affect a mother's infant feeding choice
2. Discover one's own attitudes towards breastfeeding
3. Summarize the important role that physicians play in mother's infant feeding choices
4. Use new conversation tools to help in the clinic when discussing infant feeding choices with families