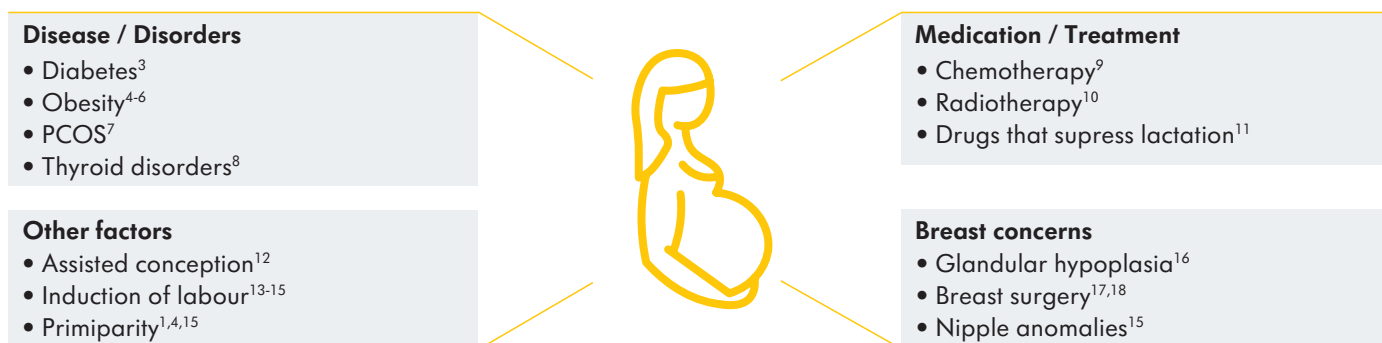


Risk factors impacting breastfeeding initiation

Mothers with one or more of the risk factors below are at risk of experiencing delayed secretory activation (milk 'coming in' ≥ 72 hours after birth).¹ These factors should be identified early to allow for additional support since women with delayed secretory activation have a 60% higher odds of stopping breastfeeding at 4 weeks post birth.²

Maternal factors



Birth & infant factors



What can be done to support those at risk?

- ✓ Have evidence-based protocols for those at risk³⁴
- ✓ Provide education for HCPs on the importance of identifying risk and timely interventions³⁵
- ✓ Identify and assess risk factors antenatally^{34,36}
- ✓ Implement practice: routine, immediate, uninterrupted skin-to-skin contact²⁹
- ✓ Promote best practice: early, frequent and optimal breast stimulation^{30,37}
- ✓ Use a breast pump early if feeding is not established³⁸

Do not opt for a 'wait & see' approach!

This may result in a delay in appropriate interventions for early breast feeding problems. Recognize when and how to intervene.^{1,39}

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