



## TLC- Session Guide 2

### USING OUR SUPERPOWERS TO MOVE THE DIAL

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# 2

## Being consistent about consistency

**Consistency**- once a person takes a stand; they will experience internal pressure to be consistent with what they said they would do. Or when we say it- we do what we say.

### Key Messages:

Pregnant moms and breastfeeding moms are more likely to achieve their breastfeeding goals when we use the influence principle of consistency in our conversations with them. We create an environment where moms feel supported and safe to explore their feelings about breastfeeding without committing to a particular feeding method. If they're not ready to commit or are feeling pressured to commit right now, then they may make the choice that seems most safe at the time.

### Open:

We can influence change with a shift in our words. When talking with moms, we want to explore their thoughts and feelings about feeding their baby. If you make them commit, they have to be consistent with their choice.

- How do you feel about this statement: *Once staff have asked a mom how she's going to feed her baby and she's answered, she's committed to that feeding method.*

### Share and Connect:

WIC policy says we must talk to all pregnant women about breastfeeding. These policies support the work we do and provide us the opportunity to have a conversation about feeding. Influence Principles are effective tools that help us create a place where moms feel safe to share their thoughts about breastfeeding.

Consider the "norm" in your clinic. On the busiest of days as you pass by staff in offices or answering the phones do you hear: "How do you plan to feed your baby?" or "Are you planning to breastfeed?"

- What are examples from staff you've heard?

Read the definition of Consistency above and consider:

- How you will shift your method of discussing breastfeeding with moms to incorporate the principle of consistency?



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To help with the conversation, we have a new tool for you to take to staff with some new ideas for opening the conversation.

#### **Staff Tool:**

Let's bring some consistency to our breastfeeding conversations. Sometimes it's hard to change your words. We're asking everyone to try on this new tool. The intent is to develop new "hard wiring" for those busiest moments in the clinic. We want to be so practiced with this type of phrasing that it becomes second nature even in the busiest times.

Give each of your staff a card to place in a highly visible spot for one full month. This could be a computer monitor, phone, desk, etc.

Here are some ideas for how to use these cards:

1. *I'll ask everyone in my clinic to try this on for one month.*
2. *I'll listen for staff using the phrase and affirm them when I hear it!*
3. *I'll check in at the end of the month and hear how it's going.*

What's your plan?

- 1.
- 2.
- 3.

We assume almost every baby is breastfeeding. Our statistics say this is so (of course there are exceptions). You are not expected to immediately ask about breastfeeding. These cards are to serve as a reminder for *how* to ask the question.



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Pregnancy certification or follow up appointment

*Say:*  
“How do you feel about the idea of breastfeeding your baby?”

Pregnancy certification or follow up appointment

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Mom calls to make an appointment to enroll her baby.

*Say:*

“How is breastfeeding going?”

Mom calls to make an appointment to enroll her baby.

*Say:*

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*Say:*

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*Say:*

“How is breastfeeding going?”



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Mom walks in:  
“ I need formula for my baby.”

*Say:*  
“ Tell me about how feeding your baby is going.”

Mom walks in:  
“ I need formula for my baby.”

*Say:*  
“ Tell me about how feeding your baby is going.”

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