



**“I can’t see you, but I can hear you”
Providing the Best Breastfeeding
Care by Phone**

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Objectives

- Name and describe 3 Step Counseling.
- Identify the critical skills needed for phone counseling.
- List ways to improve your listening skills.



3 Step Counseling

- Step 1: Interrogate
 - asking lots of questions
 - clarifying, redirecting, extending
- Step 2: Validate
 - affirming feelings
- Step 3: Educate
 - offer solutions
 - creating a plan



What makes the phone counseling a challenge?

You don't get to observe:

- A feeding.
- How the mom engages and responds to her baby.
- Mom's body language and facial expressions.

One of the most useful tools in assessment and problem solving is observation.



Critical Phone Skills

1. LISTENING

- ✓ Attitude-Need to have an open mind. What the mom is saying is important.
- ✓ Attention-Be present. Pay attention to the details. (Try) not to interrupt.
- ✓ Adjustment-”Go with the flow”, it allows you to adapt.

If you are unable to adjust, you will not be able to have an open mind.



Barriers to Listening

- Internal Issues-distracted by hunger, headache.....
- Knowing it All-this causes us to shut down to what the other is saying
- Environmental Distractions-noises
- Perceptions-these are biases or prejudices that can get in our way of hearing what mom is saying



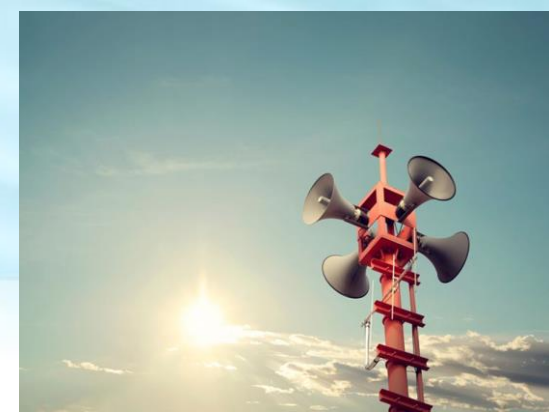
Critical Phone Skills



2. Gathering Information

- ✓ Age of the baby, FT, first baby
- ✓ Frequency of feedings
- ✓ Output
- ✓

All the facts help paint the picture of what is going on. The more information you have the better picture you can paint.



Becoming a Better Listener

1. Be a springboard, not a mirror.
2. Avoid jumping in with a solution.
3. Show sincere interest.
4. Refrain from judgment.
5. Silence is OK.



Critical Phone Skills



3. Being Intentionally Descriptive

- ✓ Give step by step details for the solution.
- ✓ Ask for understanding or for mom to repeat back the instructions.
- ✓ You must paint the picture for her with as many details as to what to do and why your instructions will help.
- ✓ Using analogies to help mom understand.



Communication Tips

- Adult learners need to perceive themselves as having control over their outcomes, they need to make informed decisions.
- Create an environment that helps make the mother feel confident and empowered.
- Being aware of your tone.
- Include dad if he is part of the conversation, give him ways that he can help and empower him too.



Communication Tips

- Remember that parents can be confused by conflicting information and advice.
- Be warm, caring and genuine.
- Sharing personal experiences can break down walls-but remember to not monopolize the conversation.
- Have a sense of humor-reduces tension, removes fear & enhances learning.
- Personality & attitude are vital factors in effective counseling.



**Good counseling
meets the mother's
needs for emotional
support,
physical comfort,
understanding and
action.**





Any questions??

