

# Map 1: Kamloops Mothers

● Five mothers and one father



Live Journey Mapping by: Minh Ngo



## BREASTFEEDING JOURNEY MAP = KAMLOOPS MOTHERS



**MINDSET GOING IN**

- Determined to breastfeed
- Had a belief in my body
- Health benefits main draw

**VARIED BREASTFEEDING EXPOSURE**

ASKED/TALKED to MOM

MOM'S GENERATION SEEMED TO HAVE A JUST DO IT ATTITUDE.

...a sense of CONFIDENCE

**MY EXPECTATION:**

DIDN'T THINK IT WOULD BE THAT HARD FOR ME.

THOUGHT IT WOULD BE EASIER THE SECOND TIME AROUND!!

NOT TOO FOCUSED ON BREASTFEEDING AT THIS TIME

VIDEO of SOCIAL MEDIA + INTERNET + PUBLIC NURSE PRE-NATAL CLASSES DOULA

SOUGHT EDUCATION AS NEEDED/WANTED

**LABOUR & DELIVERY**

**BIRTH WENT AS PLANNED**

ABLE to COMMUNICATE NEEDS

BIRTH DID NOT GO AS PLANNED

**FELT SKIN-TO-SKIN WAS TIME SENSITIVE**

**IMMEDIATE SKIN-TO-SKIN**

**DELAYED SKIN-TO-SKIN**

DIDN'T GET TO HOLD BABY UNTIL 1 1/2 HOURS

A TRAUMATIC lead to EXPERIENCE

THE IMPORTANCE of CONSENT & COMMUNICATION

OBSTETRIC ABUSE

TRIED EVERYTHING to SATISFY WEIGHT REQUIREMENTS SO WE COULD LEAVE the HOSPITAL & TAKE MORE CONTROL OF MY BABY'S CARE

Moms need to leave HEALTHY & WHOLE for POSITIVE OUTCOMES

MADE US FEEL LIKE WE WEREN'T (DOING) ENOUGH

EVERYTHING FELT RUSHED & MEDICALIZED

head night & day experience between hospital and home birth

FELT BABY & ME WERE PUT ON THEIR SCHEDULE

FELT PRESSURE to DO THINGS I WAS NOT COMFORTABLE WITH.

EXPERIENCE somewhat DEHUMANIZING

VULNERABLE VIOLATED

MOSTLY FELT IT WAS ABOUT A SYSTEM FOCUSED ON CHECKING BOXES

"I wasn't offered to use a hospital breast pump"

"I WAS LUCKY ENOUGH TO KNOW..." is NOT A MEDICAL PLAN

"I was taught how to hand express."

"I was told to go to the breast feeding clinic 3 days after birth!"

"You have a LAZY BABY"

"You can just TOP off with FORMULA"

**INCONSISTENT**

- KNOWLEDGE SHARING
- LEVEL of CARE/SUPPORT
- EMPATHY (not sympathy)

NOTICED difference between nurse + lactation consultant with personal experience

"I was so lucky to have a great nurse"

**POST BIRTH**

LOSS of POWER + CHOICE

LOSS of CONFIDENCE as a new MOM

INTERVENTIONS LEAD to MORE INTERVENTIONS

**EARLY WEEKS**

FELT like a WEIGHT was LIFTED when we GOT HOME BUT OVERWHELMED

**HUGE LEARNING CURVE**

**SEEDS of DOUBT**

SELF DOUBT CAN SPIRAL DOWN QUICKLY

**PUBLIC NURSE & MID WIFE HOUSE VISITS OFFERED**

- TECHNIQUES
- ENCOURAGEMENT
- OBSERVATIONS
- REASSURANCE

**DREADED SORE NIPPLES, EXHAUSTION**

DEALING with POOR LATCH

TOO MUCH? TOO LITTLE?

24/7

"The scale was the WORST." So ARE the DISHES!

**ATTENDED BREASTFEEDING CLINIC BEACON of SUPPORT + REASSURANCE**

**@ 2 WEEKS**

NOBODY'S PERFECT PROGRAM

BREASTFEEDING MATTERS in KAMLOOPS

PARTNER FELT MORE INVOLVED BEING ABLE to BOTTLE FEED

WHAT IMPACTED US THE MOST...

CONNECTING WITH A COMMUNITY of CARING PEOPLE

**COMING MONTHS**

**EVOLVING & MOVING GOALS for BREAST FEEDING**

HARD to NAVIGATE INFO

SELF-EDUCATE

SOUGHT RESOURCES via SOCIAL MEDIA + INTERNET

FILTERING CONFLICTING INFO

HOW LONG CAN WE GO? WHAT DOES BREASTFEEDING LOOK LIKE WHEN WE TRANSITION / RE-ENTER WORK PLACE?

RULES, REGULATIONS