

# Leave 'Em Wanting More

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## Teaching Games and Strategies for Persuasive Breastfeeding Classes

# Setting the Stage for Learning

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## ◆ Prepare Yourself

- Research the topic thoroughly
- Spend 3-5 hours per hour of presentation
- Know the “myths” and how to debunk

## ◆ Prepare the Setting

- Classroom-style is usually the worst choice
- Checklist of AV needs, handouts, etc

# Backstage: Prepare the Show

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- ◆ Plan to use 85% of the time available
  - Allow 10% for warm-up and cool-down
- ◆ Use the Rule of 3's
- ◆ Don't include ALL you know!
  - Avoid sensory overload
  - Cover fewer things in more detail
  - Leave 'em wanting more

# Appeal to Many Audiences

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- ◆ Visual learners (83%) need to SEE
- ◆ Auditory learners need to HEAR
- ◆ Kinesthetic learners need to TOUCH
- ◆ Active learning = better retention
- ◆ Passive learning = only 10% retained
- ◆ Women's ways of learning
  - Example, experience, modeling (Belenky)

# Address Both Sides of the Brain

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## *LEFT Brain*

Words

Parts/elements

Analyze

Numbers/specifics

“8-12 times per day”

## *RIGHT Brain*

Pictures

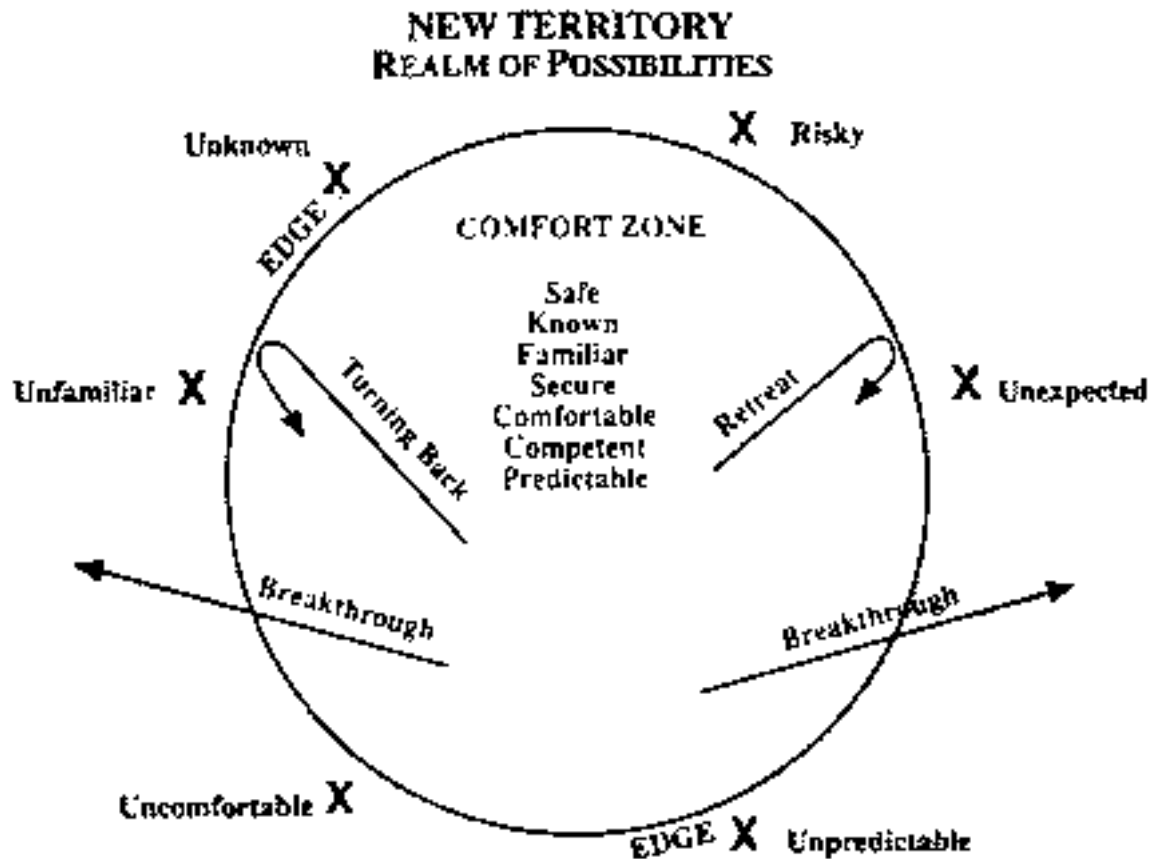
Wholes/big picture

Synthesize

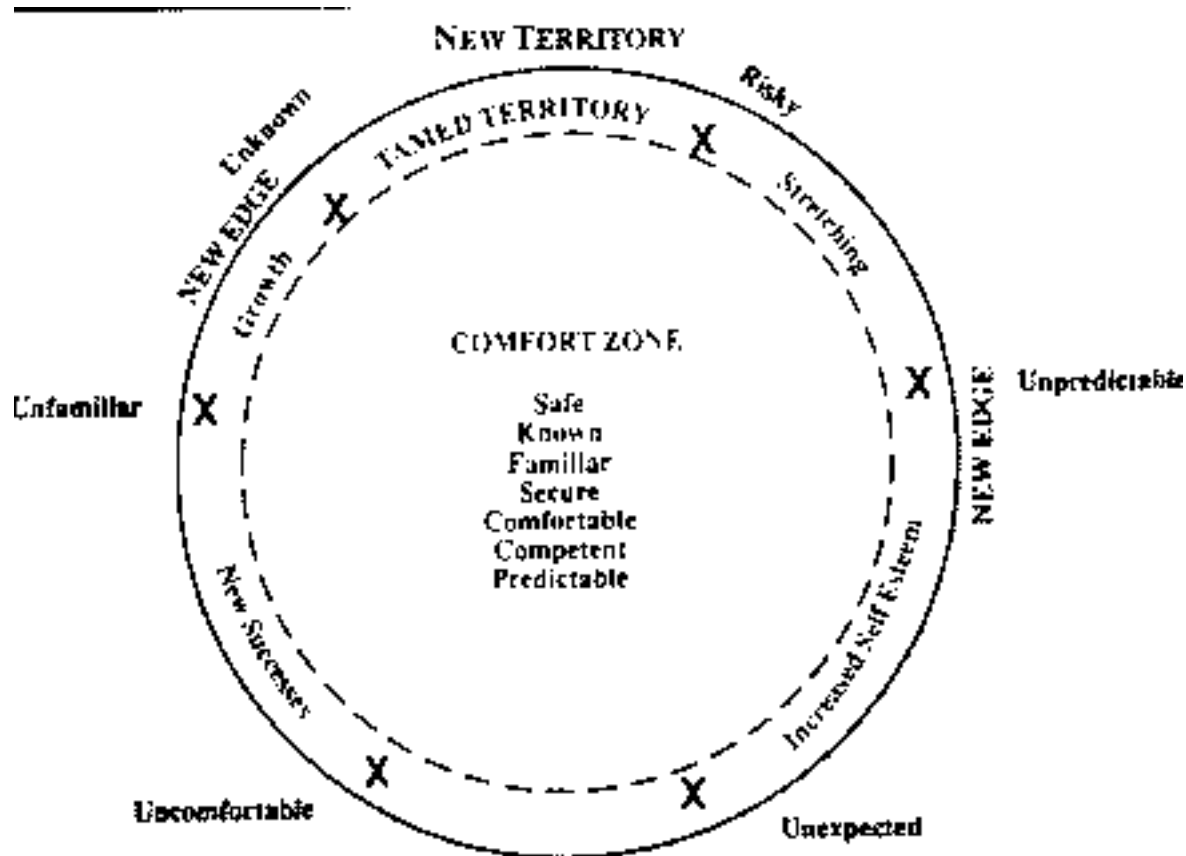
Concepts/principles

“Watch baby’s cues”

# Learning Process



# Learning Process, continued



# Using Teaching Games

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## ◆ Advantages

- Behavior change more likely
- Deeper understanding of topic

## ◆ Drawbacks

- Takes more time to play
- Some won't like/see the point

## ◆ Discuss afterwards for closure, reinforce

# Key Breastfeeding Messages

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- ◆ It's Easy to Make Milk
- ◆ Breastfeeding is Comfortable and Fun
- ◆ Help is Available if Needed
- ◆ What's In It for ME ?
  - Makes taking care of baby easier
  - Makes me feel proud/confident/satisfied
- ◆ Breastfeeding Really IS Important

# Use Analogies & Experiences

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- ◆ Eating Patterns Game
  - golf ball = 10-day old baby's stomach size
- ◆ Cookie Game
- ◆ Old sneaker for “latch-on” tips
- ◆ “Where do YOU sleep best?”
- ◆ Use humor liberally
  - cartoons, stories

# The Games

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- ◆ **Eating Patterns Game**
- ◆ Feeding Line Game
- ◆ Latch-On Groups Game
- ◆ **Mystery Game**
- ◆ Your Teenagers Game
- ◆ Cookie Game
- ◆ **I Wish I'd Known Game (Guilt Game)**

# Leave 'Em - *Summary*

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- ◆ Plan well for each show (class)
  - Do your homework & rehearse
- ◆ Use many ways to present ideas
- ◆ Allow enough time per topic
- ◆ Games are effective
- ◆ Catch 'em doing something RIGHT
- ◆ **Leave 'em wanting more!**

# Shameless Commercial Message

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- ◆ *Coach's Notebook: Games & Strategies for Lactation Education*
- ◆ Over 40 games & activities for many different audiences & topics
- ◆ \$36.95 plus tax (in OH) and shipping
- ◆ Order via [www.bflrc.com](http://www.bflrc.com)