BREASTFEEDING BUZZ

October 2026
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Free Education

October 13
2:30 p.m. – 3:30 p.m. IEBFC Monthly Check In: How Predatory Formula Marketing Hurts Public Health. Register at: https://us02web.zoom.us/meeting/register/tZMld-Cqqz0oEtL74s9hAXoOG-h8ICd02vDP#/registration. Free

October 22
9:00 a.m. – 4:00 p.m. CHEER Equity. Mississippi CHAMPS 2026 Conference: Together for Better Births. Register at: https://mississippichamps2026conference.vfairs.com/. Free

October 27
1:00 p.m. – 2:00 p.m. Appalachian Breastfeeding Network: How WIC Peer Counselors Support Parents in Survival Mode. Register at: https://us02web.zoom.us/webinar/register/WN_aUJrDD1jQqqWNc5eh1Uhag#/registration. Attendance is free. Cost for CEU

2:30 p.m. – 4:00 p.m. Inland Empire Breastfeeding Coalition: Pregnancy & Infant Loss: Compassionate Care, Lactation Support, and Community Resources. Register at: https://www.eventbrite.com/e/october-general-education-session-tickets-1980899521794?aff=oddtdtcreator. Attendance is free. Cost for CEU

Available on Demand
Medela University: https://www.breastfeedingandlactation.medela.com/store

When Breastfeeding Doesn't Go as Planned

Many families begin their breastfeeding journey with expectations about how feeding will look, but breastfeeding does not always go according to plan. Painful latch, delayed milk production, infant weight concerns, medical complications, unexpected supplementation, or the need to pump can quickly change a family's experience. During these moments, the support families receive from healthcare, and lactation professionals can make a lasting difference.

When challenges arise, our first step should be to listen to the mother's goals and concerns. A careful assessment can help identify the cause of the difficulty and guide an individualized plan. When supplementation is medically indicated, families can be supported with evidence-based guidance while also protecting milk production when continued breastfeeding is desired. Early referral to skilled lactation care can prevent smaller concerns from becoming larger barriers.

How we communicate matters, too. Mothers may experience disappointment, frustration, anxiety, or guilt when breastfeeding does not happen as expected. Our role is not to define success for them, but to provide accurate information, realistic expectations, and compassionate support. Celebrating progress, whether that means exclusive breastfeeding, combination feeding, pumping, or working toward another feeding goal, can help families feel supported rather than judged.

Continuity of care is equally important. Before discharge and during follow-up visits, families should know who to contact when breastfeeding becomes difficult. Lactation consultants, WIC Breastfeeding Peer Counselors, MILC Leagues, pediatric providers, and other community resources can provide valuable ongoing support.

Breastfeeding challenges do not mean the journey has failed. Sometimes the plan simply needs to change. By listening, assessing, supporting, and connecting families with appropriate resources, we can help mothers make informed decisions and continue their feeding journey with confidence.

Breastfeeding Support

WIC Breastfeeding Program
601-981-2304
Bloom & Grow Lactation
601-427-0777
The Infant Risk Center Helpline
806 352-2519
La Leche League of Metro Jackson
https://www.facebook.com/groups/LLLofMetroJackson/
MS MILC Leagues For locations and information, see https://www.msbfc.org/ms-milc-league.html

Resource Spotlight: LactRx App

LactRx is a free app from MotherToBaby that provides easy access to reliable, up-to-date information about medication safety during breastfeeding. Using information from the National Library of Medicine's LactMed database, it is a helpful resource for healthcare and lactation professionals supporting breastfeeding families.

MSBFC Meeting

October 15, 2026, at 12:00 p.m.
Please join via Teams at:
https://bit.ly/MSBFCmeeting

MISSISSIPPI WIC Women, Infants and Children

MISSISSIPPI BREASTFEEDING COALITION