

Broadcast-Virtual breastfeeding support available through OSF OnCall

ANCHOR LEAD-IN

Breastfeeding a newborn can feel like a full-time job and for first-time mothers, the reality can be overwhelming. During this National Breastfeeding Awareness Month, we bring you a story about *virtual* support that's available for mothers who need support troubleshooting what can be a scary, new challenge.

VO or Radio Package

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Nurse and certified lactation counselor Brianna Jochman (Jock-man) is a new mom herself, so she can sympathize when she offers support through OSF OnCall, the digital health arm of OSF HealthCare.

Jochman helps with choosing a breast pump, showing how to use it, and troubleshoots common problems such as when babies don't get a good latch. She uses models to demonstrate and answers common questions such as when to introduce a pacifier.

"We want to make sure in those early days that moms are watching closely for those hunger cues from babies and not getting it confused with comforting them. So, we want them to get that cluster feeding accomplished, get their supply in and then you can introduce that pacifier."

ANCHOR TAG:

Women who want to make a virtual appointment with OSF OnCall can check the story on our website for options. (list website address).

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