

## Storytelling as a Way of Breastfeeding Teaching

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### Steps

1. *Thou* – listening without judgement, boundaries or definitions
2. Have an opening line and maybe some follow-up openers
3. Then listen – deeply and sincerely
4. Identify her concerns and knowledge gaps
5. Choose the, say, 3 most important things you want to teach
6. Draw from experience or imagination, always stay evidence-based
7. Remember this is not about you. Do not tell your personal story
8. Maintain eye contact and engage everyone in the room
9. Tell the story in the context of who she is – who the family is
10. Repetition of key points can be used for emphasis and promote retention of the education held within the story
11. Watch for feedback, ask for understanding
12. Experiment – with patients, with friends. If it falls flat rework the story. Be brave.

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