



Jan Tedder, BSN, FNP, IBCLC

PO Box 3102, Durham, NC 27715 USA • +1 919 923 6609

Website: <https://hugyourbaby.org/> Email: jan@hugyourbaby.org

Malaysia HUG Website: <https://www.hugyourbaby.org/malaysiahugyourbaby>

Email HUG Malaysia: hugyourbaby.my@gmail.com

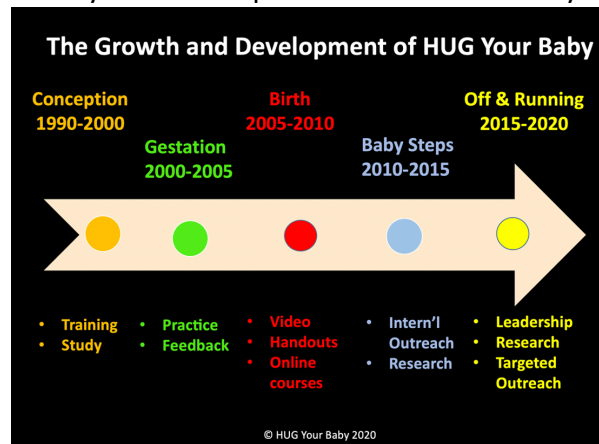
HUG Your Baby Comes to Malaysia Zoom 1.5 hour workshop

***Help parents understand baby's behavior
to promote parent confidence and breastfeeding success.***

30 Jan. and 27, Feb 2021

[565 parents and professionals attended this workshop]

1. In honor of the work of Siti Norjina Moin
2. History and Background of HUG Your Baby
 - a. History and development of HUG Your Baby^{1 2 3}



- b. Dr T. Berry Brazelton NBAS⁴ and Touchpoints⁵ work.
 - i. Look closely at baby's behavior
 - ii. Highlight baby's competencies
 - iii. Appreciate how a surge in baby's development temporarily disorganizes a baby's eating, sleeping or general behavior
- c. Consider What we teach and how we teach
 - i. Based on pediatric, child development and lactation literature
 - ii. Baby-Friendly & WHO compliant
 - iii. Family-friendly language and concepts

- iv. Multicultural, inclusive
 - v. Address varied learning styles
 - vi. Focus on baby's behavior
3. Responsive Parenting⁶
- a. Science of baby's brain development
 - b. Parent-child interaction is the building blocks of baby's social, emotional and intellectual development
 - c. Steps to Responsive Parenting: Notice baby's behavior; Understand and Interpret baby's behavior; Take appropriate action⁷
 - d. Impact of Responsive Parenting: decreases postpartum depression, family stress and childhood obesity, increases parent confidence and breastfeeding duration,
4. HUG Your Baby's focus
- a. Helping parents understand baby's behavior. (Tedder, 2008)
 - i. Understand baby's states – or *HUG Zones*
 - 1. *Resting Zone, Ready Zone, Rebooting Zone*
 - 2. "Almost" refers to in-between Zones
 - 3. Zone Regulation difficulty
 - a. Occurs with premature, jaundiced or babies exposed to smoking in utero
 - b. Effective Zone regulation contributes to later cognitive, language, and social development
 - ii. Understand SOS (Signs of Over-Stimulation)
 - 1. Body SOSs; Change in color (red or pale), breathing – (irregular or choppy), movement – jerky or tremors
 - 2. Behavioral SOSs: *Switching Off* (gaze aversion); *Spacing Out* (going from the *Ready Zone* toward the *Resting Zone*); *Shutting Down* (going from drowsy to the *Resting Zone*)
 - iii. Prevent and solve problems around baby's eating, sleeping, crying and attachment
 - b. *HUG Strategies* (Tedder & Register, 2007)
 - i. *Start Here, not There*
 - ii. *See, then Share*: See baby's behavior and share it with parents
 - 1. Broadcasting (describing what baby is doing)
 - 2. Commentating (describing the importance of baby's behavior)
 - 3. Be specific instead of general
 - iii. *Gaze, then Engage*
 - c. *Roadmap to Breastfeeding Success: Teaching child development to increase breastfeeding duration*⁸
 - i. Touchpoint theory that a surge in baby's development causes disorganization in baby's eating, sleeping or general behavior. [Brazelton & Sparrow, 2006)

- ii. Infant Feeding and Practice Study II – mothers stop breastfeeding at all ages because “baby does not seem satisfied”⁹
 - iii. Misunderstanding infant behavior and perception of insufficient milk supply reduces breastfeeding duration¹⁰
 - iv. Lead to the development of HUG’s *Roadmap to Breastfeeding Success*
 - v. Examples of “bumps in the road”: normal crying at 2 weeks, active and deep sleep at one month, normal distractibility at four months etc.
- 5. Research with HUG Your Baby – [<https://www.hugyourbaby.org/hug-research>]
 - a. Articles reviewing the literature used to develop HUG Your Baby
 - b. Articles confirming the positive impact of HUG on Special Care mothers¹¹, NICU fathers¹², teen mothers¹³, Japanese mothers^{14 15}, in childbirth education¹⁶ and Italian mothers¹⁷
 - c. Articles confirming the positive impact on professionals receiving HUG training: nursing schools¹⁸, Japanese nurses¹⁹, doulas/childbirth educators²⁰ and lactation providers (Tedder & Quintana, 2018)
- 6. HUG Resources
 - a. [Understanding and Caring for your Newborn - 20-minute parent education video](#)²¹
 - b. [Roadmap to Breastfeeding Success handout in Malaysia](#)²²
- 7. Stay in touch and keep learning
 - a. [Begin HUG Your Baby online course\(s\)](#) - Once registered you have one year to complete course(s)
 - i. **30% discount on ALL HUG courses registration (available until May 15)**
 - ii. Use discount code “Malay” at check out.
 - iii. Debit cards accepted
 - b. [Malaysia website](#) (HUG Your Baby Malaysia, 2021)

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⁷ Eshel, N., Daelmans, B., Cabral de Mello, M. & Martines, J. (2006). Responsive parenting: Interventions and outcomes. *Bulletin of the WHO Public Health Reviews*, 84, 12.

⁸ Tedder, J. & Quintana, E. (2018). Online education for WIC professionals: Teaching child development to extend breastfeeding duration. *Clinical Lactation*, 9(3), 108-118.

⁹ Fein, S., Labiner-Wolfe J., Shealy K., Li, R., Chen, J. & Grummer-Strawn, L. (2008). Infant Feeding Practices Study II: Study methods. *Pediatrics*, 122: S28–S35.

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- ¹² Kadivar, M. & Mozafarinia, M. (2013). Supporting fathers in a NICU: Effects of the HUG Your Baby program on father's understanding of preterm infant behavior. *Journal of Perinatal Education*, 22(2), 113-119.
- ¹³ Hughes, K. (2017). Development of a Toolkit for implementation and Evaluation of the "HUG Your Baby" Program in a Non-profit Community Setting. *Global Nursing e-Repository*. May. Retrieved from <https://sigma.nursingrepository.org/bitstream/handle/10755/621390/HughesFinalDNPCapstone.pdf?sequence=6>
- ¹⁴ Lida, M., Shimpuku, Y., Tanimoto, K., Matsunaga, M. & Horiuchi, S. (2017). Developing the Japanese HUG (Help-Understanding-Guidance) Your Baby" program. *Journal of Japanese Academic Midwifery*, 31(2), 187-194.
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- ¹⁶ Rippe, M. (2021). Addressing prenatal breastfeeding self-efficacy and advancing the Baby-Friendly Hospital Initiative with HUG Your Baby curriculum. UNC-Chapel Hill. Pending publication.
- ¹⁷ Universo Mamma. (2929). "Hug your baby": il metodo per aiutare i genitori a comprendere il neonate. Retrieved from <https://www.hugyourbaby.org/hug-research>
- ¹⁸ Alden, K. (2018). A Web-based Module to Enhance BSN Students' Knowledge and Confidence in Teaching Parents about Newborn Behavior. *Journal of Perinatal Education*, 27(2), 104-114.
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- ²⁰ Tedder, J. (2012). Teaching for birth and beyond: Online program incorporated into a birthing and parenting certification. *International Journal of Childbirth Education*, 27(3), 65-68.
- ²¹ HUG Your Baby. (2021). *Understanding and Caring for your Newborn*[video]. Retrieved from <https://vimeo.com/ondemand/hugyourbaby>
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