



Southern Regional Health Authority

Compassion | Accountability | Respect | Efficiency

BREAST FEEDING: WHAT **YOU** NEED TO KNOW

MRH BFHI
Patient Education Brochure



Breast Milk is the **BEST** First Food for Your Baby



Contains all the nutrition your baby needs for the first 6 months

Protects your baby against illnesses such as Diarrhea, Allergy and Ear Infections

Breast milk changes according to the needs of your baby

Breastfeeding is good for Mother too

Plan **NOW** to Breastfeed Your Baby!



As you prepare for your baby...

...make planning to breastfeed a key part of your preparation.

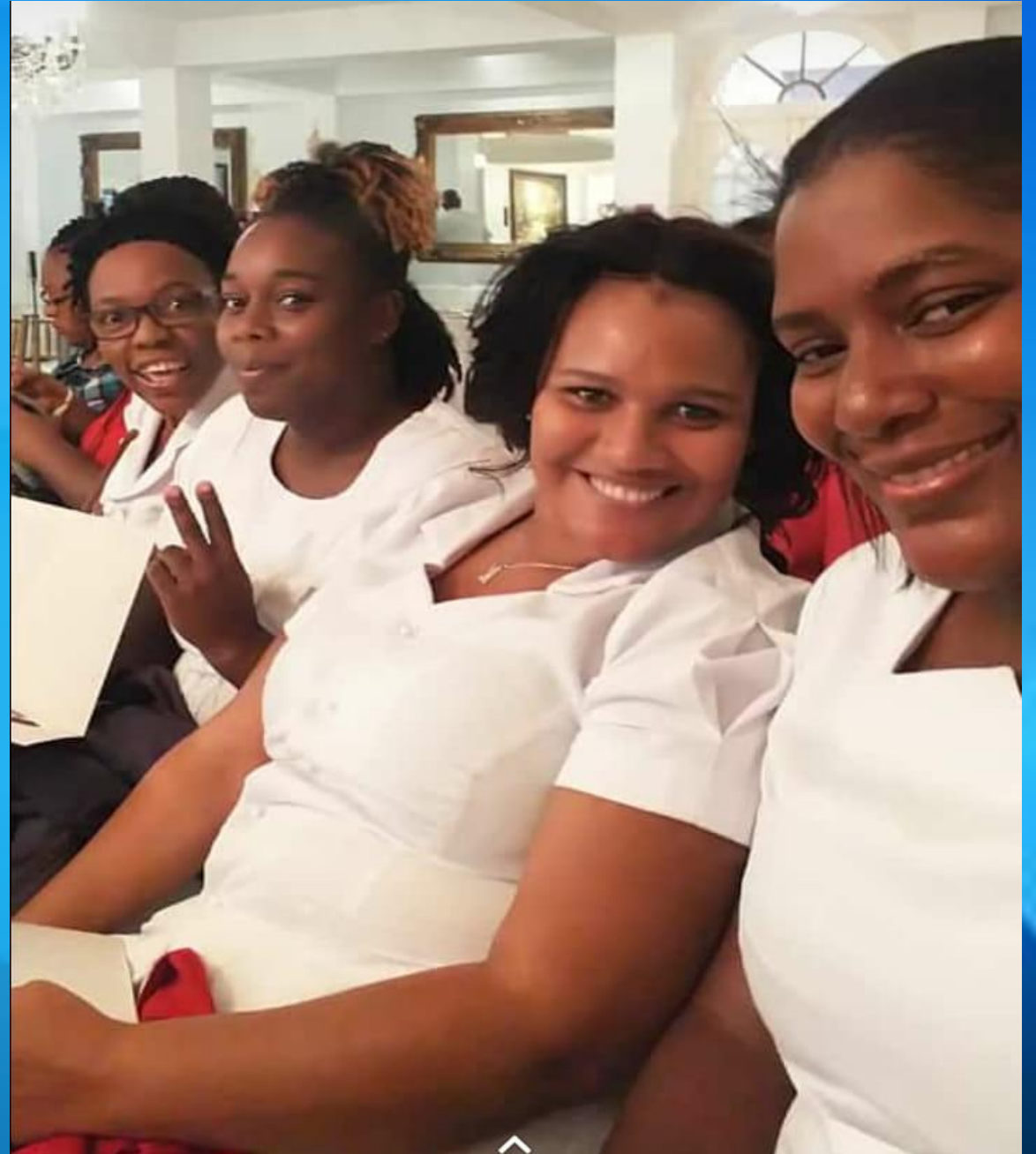
Support During Labour

- Having a companion of your choice in labour is ideal
 - This helps to keep you calm
 - Makes pain easier to manage



Support During Labour

- This may not be possible at your hospital
- The hospital staff understand the importance of support and will do their best to support and encourage you.



Skin to Skin: The Best Welcome for Your Baby



- Baby should be placed directly against your skin for at least one hour directly after birth
- This
 - Improves Bonding
 - Regulates Baby's temperature
 - Regulates Baby's breathing and pulse rate

Pain Medication Given in Labour May Affect Breastfeeding

- By making you sleepy and less able to breast feed your baby soon after birth.

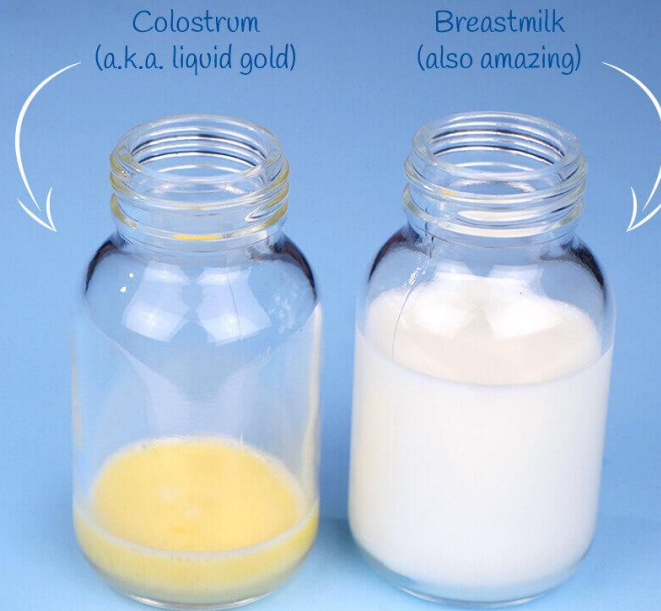
- Other options for Pain Relief include
 - A supportive Companion in labor
 - Moving around during labor



The First Milk is Called “Colostrum” aka Liquid Gold

- This is small in volume but packs a punch!!

Colostrum:
The Mind-Blowing
SUPERFOOD
for Your Baby



- Rich in Antibodies
- Rich in Protective White Blood Cells
- Rich in Vitamin A
- Prevents Jaundice in the Baby
- Helps the Baby’s intestine to develop
- Prevents Allergies

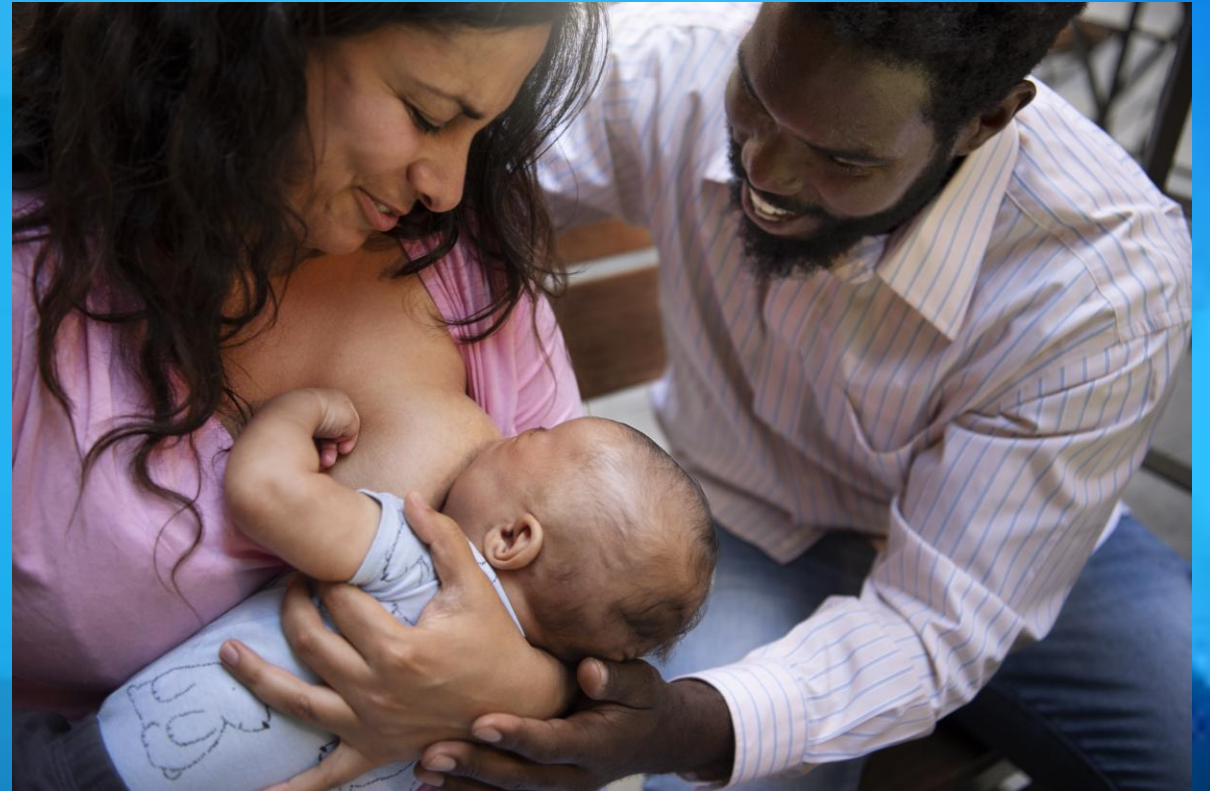
Get Comfortable!

Choose a comfortable breastfeeding position.

Both Mother and Baby must be well supported

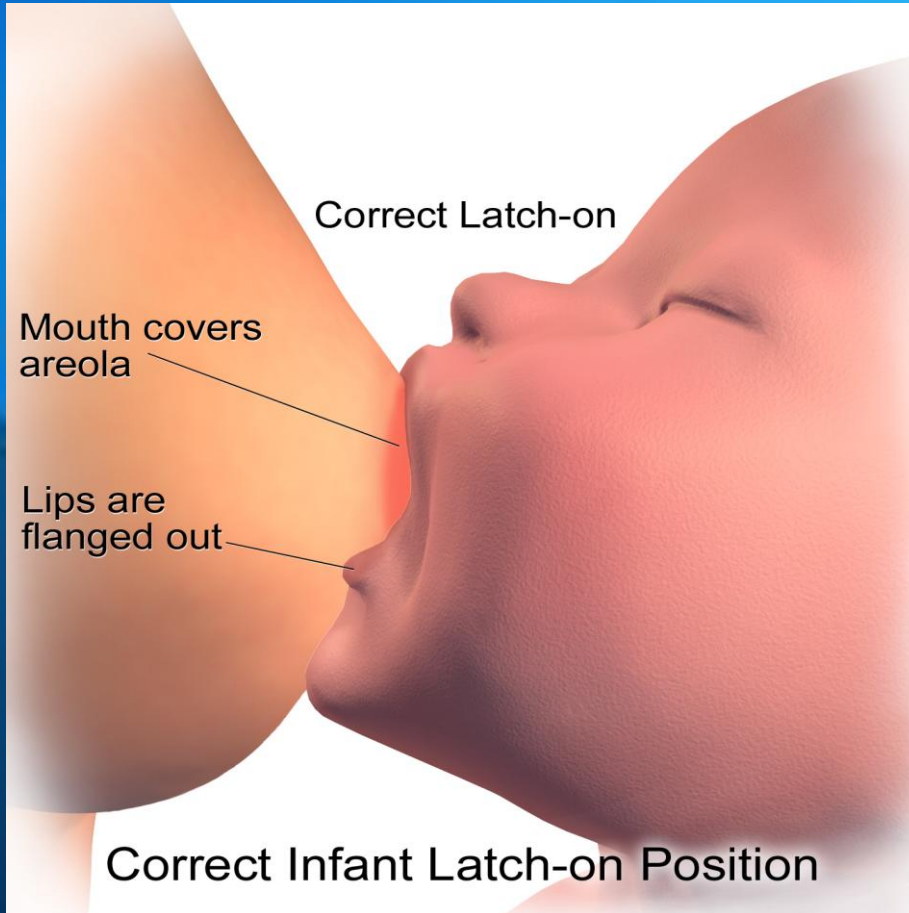
BABY: Head, Shoulder and Hip in a straight line

MOTHER: Relaxed with her back well supported. Bring baby to the breast not Breast to the baby



Its All in the Latch!

Good positioning and attachment ensure efficient sucking and prevents sore nipples



- Hold Baby with Nose to Nipple
- Wait for Baby to open his/her mouth
- When mouth is wide open move baby to the breast
- Place nipple at the top of the mouth

Preventing Sore Nipples

- Correct attachment and position goes a long way to preventing sore nipples
- If the latch is not ideal or is painful, break the seal by putting a clean finger in the baby's mouth to safely detach baby
- Frequent feeding helps reduce sore nipples
- If nipples are sore or cracked, apply a small amount of breastmilk.
- Get help if sore nipples are a problem! We are here to assist you.



Keeping Your Baby With You All the Time Is Known as “Rooming-In”

- This is GOOD for you and your Baby
 - Improves bonding
 - Allows you to feed baby when he or she is hungry



How Do You Know Your baby Is Hungry?

- Baby is hungry if you see
 - Increased eye movement
 - Opening mouth
 - Stretches out tongue
 - Sucks on Hands
 - Sucks on anything



How Do You Know Your Baby Is **VERY** Hungry?

- LATE HUNGER SIGNS

- Baby Cries Loudly
- Arches Back
- Has Difficulty attaching to the breast
- You may need to hold and calm baby before trying to breast feed



How Do I Know My Baby Is Getting Enough Milk?

- Feed baby every time baby is ready to be fed
- This is **BABY LED FEEDING**



- The Well Fed Baby
 - Sucks with long slow sucks
 - Cheeks are full during sucking
 - Audible “Gluck Gluck” sound of swallowing
 - After feeding baby relaxes and releases breast
 - Baby passes urine 6 times per day
 - Baby gains weight

Should I Wake My Baby to Breastfeed?



- Feed baby on Demand as often as is needed.
- In the first two weeks after birth, you may need to wake your baby to breastfeed if he or she sleeps for longer than 3 hrs
- After 2 weeks old baby can sleep for longer if he/she is well and gaining weight
- If you are concerned, seek help from a Doctor or Midwife

Express Breastmilk for When You Are Separated From Your Baby

- To Express by Hand

- Massage breast to encourage flow of milk
- Place thumb on areola (darker area around the nipple) fingers opposite
- Press inward and release
- Repeat in different directions around the nipple
- Feed expressed milk from a clean cup



Express Breastmilk for When You Are Separated From Your Baby

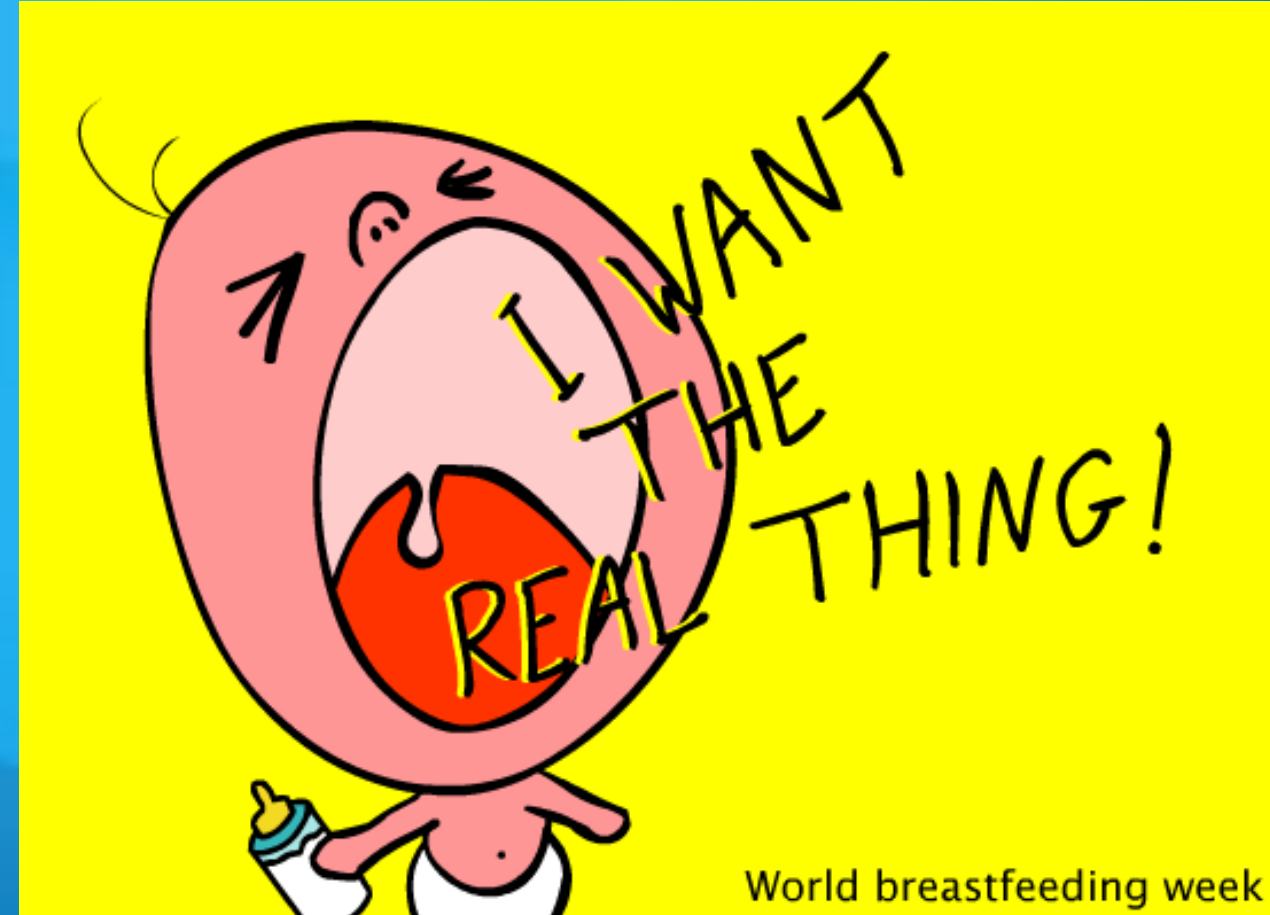


Label and date the milk

- Store in small amounts 2-4 oz
 - Colostrum keeps for 24 hour
 - at room temperature (77F/25C)
 - Breast Milk keeps for
 - 4-8 hrs. at room temp (77F/25C)
 - 5-8 days in refrigerator (40F/4C)
 - 3-4 Months in Freezer (0F/-18C)

Give Your Baby Breastmilk **ONLY** for 6 Completed Months

- NO Juice, NO Water, NO Formula
- If you give other foods
 - Baby may want less breastmilk
 - Breast Milk production may reduce
 - Baby will be less protected
 - Baby may reject your Breast



Why Are Teats and Pacifiers a Problem??

- They affect breastfeeding
 - Baby may get nipple confusion
 - Baby may reject the breast
- You can use a cup for giving baby expressed breast milk



Prepare NOW
to Breast feed Your
Baby

Breastfeeding!!

The best Birthday Gift for
your Baby and You

