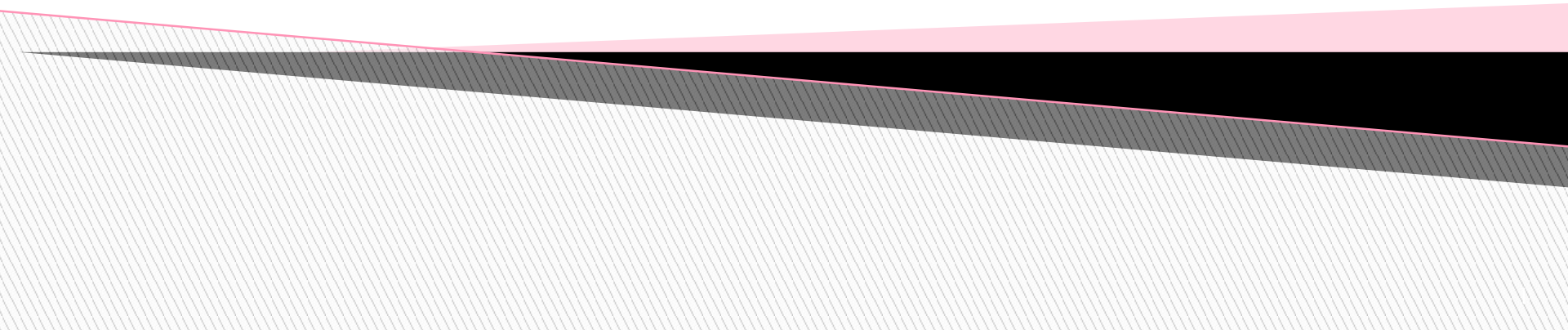




Breastfeeding Class

OB/GYN Associates of WNY



WHO Recommendations

□ **For Breastfeeding**

- Infants should be exclusively breastfed for the first 6 months of life to achieve optimal growth and development.

□ **After 6 months**

- Baby should receive adequate and safe complementary foods while continuing to breastfeed for up to 1yr and beyond.

□ **A Woman's choice to breastfeed is a personal decision**

- A mothers knowledge and attitude followed by husbands support, were identified as most important in infant feeding choice and success

Getting Off To A Great Start

A few things Mom may need

- ❑ Good Support Bra- usually 2
- ❑ Nursing Pads
- ❑ Nursing Pillow- Boppy, Luna, My breast friend
- ❑ Comfy Chair- Rocker or glider
- ❑ Breast pump and storage supplies

❑ **Not necessary but may be helpful**

- ❑ Nursing Tank or Cami
- ❑ Button down shirts, loose fitting shirts, shirts with nursing panels.
- ❑ Nursing cover
- ❑ Breast shells, Lanolin cream

Benefits of breastfeeding for baby

- ❑ **Breast milk changes as a baby grows-** A custom made supply just for your baby
- ❑ **It is easily digested by baby**
- ❑ **Has mom's antibodies-** which protect baby against infection
 - A decrease incidence of ear infections, lower respiratory infections, GI tract infections, asthma, and childhood cancers, and also some food allergies.
- ❑ **Lowens the risk of obesity and type 2 diabetes later in life-** because breast milk contains less insulin.
- ❑ **Reduces risk of SIDS-** by as much as 50%
- ❑ **Higher I Q Test Scores**

Benefits of breastfeeding for mom

- ❑ **Promotes bonding- Great time to learn about the Baby !**
- ❑ **Breast milk is FREE** – average cost of formula \$1,950.00 per yr.
- ❑ **Convenient**- no bottles to clean and it's always ready
- ❑ **Health benefits after delivery:**
 - Helps uterus to return to pre-pregnancy size faster and reduces postpartum bleeding, can help with postpartum depression as hormones are released.
 - Breastfeeding burns calories- about 500 calories
- ❑ **Long-term health benefits:**
 - Lower risk of Breast cancer and Ovarian Cancer
 - Has also been linked to a reduction in Type 2 Diabetes, Postpartum Depression, Osteoporosis, Hypertension and Cardiovascular disease

Components of Breast Milk

- ❑ **Breast milk changes from Colostrum to Mature Milk**
- ❑ **Colostrum- Liquid Gold-** the first milk your baby receives, full of antibodies to protect the baby
- ❑ Low in volume- teaspoons vs ounces, High in protein, calories, and nutrients
- ❑ **Mature Milk-** Usually comes in 3 to 4 days after delivery
- ❑ Higher in both sugar and volume. Baby needs lots of calories and frequent feeding to help with rapid growth.

Getting Started in the Hospital



Breastfeeding in the delivery room

- **Skin-to-Skin: baby is placed on mom's chest right after delivery**
 - **Benefits of Skin-to-skin:**
 - Maintains infant's body temperature, heart rate, Blood pressure, respiratory rate and blood sugar
 - More likely to latch on well, breastfeed longer, and will let the mom know when ready to feed
 - Less likely to cry
- **Breastfeed within the first 30 to 60 minutes after delivery**
- **Continue skin-to-skin during your hospital stay and after. This helps to calm baby. Dads can do this as well.**

Skin-to-Skin Contact



Breastfeeding in the hospital

- **Breastfeed on demand (8 to 12x in 24hrs)**
 - Every 1-3hrs when showing feeding cues. If baby is sleeping and it has been 3hrs- wake the baby for a feeding.
 - Meet with the hospital's Lactation Consultant
 - No formula or supplements unless medically indicated
- **Have baby "room-in" and breastfeed at night**
- **Keep track of feedings, wet diapers and stools- hospital will give you a log**
- **Delay use of pacifier until breastfeeding is well established** (approximately 3-4wks of age) per the AAP then offer at naps or bedtime to decrease SIDS
 - For more info on pacifiers ask your Pediatrician

The ABCs of Breastfeeding

□ **A: Awareness**

- **Watch for hunger clues-** hands in mouth, opening mouth, sucking hands, rooting, turning head, trying to position to feed, REM (eye movement), crying.
- **Don't wait for baby to cry**

□ **B: Be Patient**

- **Breastfeed as long as your baby seems satisfied-** after about 15 to 20 minutes per breast. Can always offer the second breast. Images of moms and babies can make the process look easy- but most moms need a little help and coaching.

□ **C: Comfort**

- **Get comfortable with pillows and support .** This can be using breastfeeding pillow, regular pillows, rolled blankets, etc

Proper latch

❑ Mom's fingers should be placed on breast

- Fingers should be well behind the areola in a “C” position
- Thumb on top of breast, fingers underneath and point nipple up toward roof of baby's mouth

❑ Nipple to Nose- line up baby's nose with mom's nipple- baby to open wide, like a yawn

❑ Tummy to Tummy Baby's ear, shoulder, and hip to be in a line

❑ Should feel tugging or pressure- not pinching or pain

Signs of a Good Latch	Signs of a Poor Latch
Baby sucks deeply and rhythmically	Small, almost “bite” like sucking
Regular audible swallowing- sounds like “eh”	No swallowing heard or hearing “clicking” or “smacking” noises
Both lips flared- “Fish Lips”	Lip(s) not flared
Baby stays on the breast and there is slight movement of the breast at the baby’s lips	Baby repeatedly falling off the breast or baby falling asleep after only a few minutes at the breast
Movement of baby’s ears with sucking and the jaw moves up and down an inch or more	No movement of baby’s ear or movement of baby’s jaw
Feeling tugging or pressure while baby is breastfeeding but no pinching or pain	Pain or discomfort through feeding

Picture of proper latch



Image: (Lactation Education Resources, 2012)

Positioning for feedings

Mom Positioning

- Good positioning starts with mom!
- Sit-up, can use pillows or rolled up blankets
- Rolled up towel underneath breast can be used to lift breast
- Be comfortable: bring baby to breast, not breast to baby

Baby Positioning

- Newborns need good head support
- Hold baby's head behind upper back, shoulders, up to ears
- Need baby to slightly tilt head back, not flexed
- Tummy to tummy
- Baby's head (ear), shoulder, and hip in line

Cross-cradle Position

□ **Benefits:**

- One of the preferred positions for newborns
- Good position for difficult latch, high palates, and premature infants
- Good control of baby's head

□ **Position:**

- Place one hand behind your baby's ears and upper back; opposite hand supports breast
- Baby should face you "tummy to tummy"
- Baby tilts head back slightly



Image: (Lactation Education Resources, 2012)

Football or Clutch Position

□ **Benefits:**

- Good for mothers with cesarean delivery
- One of the preferred positions for newborns

□ **Position:**

- Tuck the baby under your arm with pillow support (this raises baby to the same height as your breast)
- Keep one hand behind your baby's ears and upper back; while your opposite hand supports breast
- Place a pillow vertically behind mom's back



Image: (Lactation Education Resources, 2012)

Side-lying Position

▣ **Benefits:**

- Great for moms with sore bottoms
- Resting while your baby nurses

▣ **Position:**

- Pillow support for mom and baby's back
- Roll the baby towards you "tummy to tummy"



Image: (Lactation Education Resources, 2012)

Cradle Position

□ **Benefits:**

- Great for after the baby is nursing easily and the latch-on is easy

□ **Position:**

- Place your hand behind your baby's ears and upper back
- Baby should face you "tummy to tummy"
- Baby tilts head back slightly
- Baby needs to be directly in front of the breast; resting on mom's forearm



Image: (Lactation Education Resources, 2012)

Breastfeeding is going well when...

- Baby nurses 8-12 times in 24 hours
- Mom feels a gentle “tug” on the breast- not pain or pinching
- Mom can see baby’s jaw and ear move and hear swallowing
- Breastfeeding is comfortable for mom, she has no complaints of cracked or bleeding nipples
- Mom’s breasts are firmer before feeding and softer after

Ways to help maintain your supply

Helpful Tips:

- **Nurse early and often-** At the beginning hormones tell your body to make milk and then breastfeeding works by supply and demand. The more you need the more your body will make
- **Try to rest-** Sleep and rest stimulate hormones to produce more milk. When the baby is sleeping you should rest as well. Especially in the early days
- **Breast massage-** Try to massage breasts gently as you nurse as this helps to continue flow and allows baby to get more
- **Always offer both breasts during a feeding**

Growth Patterns of Breastfed Infants

- ❑ **Breastfed infants tend to grow more rapidly to start-** More quickly in the first 2-3 months and less rapidly from 3-12 months. Tendency to be leaner than formula fed babies
- ❑ **Should be using Growth chart and parameters for breastfed babies**
Avoiding comparing formula vs breastfed infants and introducing supplementation that may not be needed.
- ❑ **Can cause Moms undo worry and stress**

Mom's diet while breastfeeding

- ❑ **Need an additional 450 to 500 calories per day**
- ❑ **Anything healthy in moderation usually does not cause any problems for the baby**
 - If you notice any problems-look at your diet first and then contact peds if problem persist.
- ❑ **Drink fluids to thirst** –Water is best
- ❑ **Continue taking prenatal vitamins**
- ❑ **Alcohol and caffeine go through to the breast milk**
- ❑ **Alcohol**- AAP recommends 1 standard drink per day and waiting 2 hours after to nurse. Alcohol levels are highest 30-60 after consumption.
- ❑ **Caffeine**-AAP recommends 1-2 cups per day with caffeine levels peaking 1-2 hours after drinking. Babies 6 months or older can tolerate better
- ❑ **If family members have allergies try to avoid these foods or use caution**
 - Some common spices to avoid are Peppermint and Sage.
 - Vegetarians or moms who have had bariatric surgery discuss supplements with your healthcare provider.

Selecting a breast pump

When selecting a pump...

- ▣ **Occasional use**: missed feeding, evening out, working part-time
 - Any pump will work manual or electric
- ▣ **Daily use**: working or going to school full time
 - A double electric pump works best
- ▣ **Medical reasons**: pumping for a baby in the NICU, twins, or low milk supply
 - A hospital grade pump

*Ellen at our office can check insurance and order your pump!

Using your breast pump

Milk supply depends on regular and effective removal

of Milk – Pumping in the morning is ideal as milk supply is fuller. This can help build up storage easier.

Tips for using breast pump:

- Pumping should not hurt- if pumping hurts get help!
- Warm compress 5-10min before can help stimulate milk flow
- Breast massage before turning pump on
- Picture or video clip of baby can help

Pumping at work:

- Double pumping saves time, also increases Prolactin levels
- Pump every 3 hours (or as often as baby is breastfeeding)
- NYS law states employers must provide a private place for moms to pump (that is not a bathroom) and 15min breaks

Breast milk storage: for healthy, term infants

Storage Guidelines*:

- **Room temperature** : 3 to 4 hours optimal
- **Refrigerator** : 3 days optimal, can store up to 5-7days
- **Refrigerator freezer** :3 months optimal, can store up to 6 months
- **Deep freezer**: 6 months optimal, can store up to 12months

Things to remember:

- Always wash your hands before pumping milk
- Store milk at the back of the freezer or fridge
- Breast milk thaws quickly in a bowl of warm tap water, never microwave or shake
- Thawed breast milk is good for 24hours, never refreeze
- Can store in Mothers' Milk bags or bottles

*Guidelines from The Academy of Breastfeeding Medicine

How to tell if baby is getting enough?

- ❑ **Baby seems satisfied after a good feed-** after about 15 to 20 minutes per breast
- ❑ **Feel more deep sucks, than short shallow ones**
- ❑ **Hear swallowing**
- ❑ **Watch baby's output:**
 - From day 1 to day 4: Minimum of 1 wet and 1 stool diaper for every day old
 - After day 5: Minimum of 6 to 8 wet diapers, 3 to 4 yellow seedy stools
- ❑ **Baby gains weight:** ½ -1 oz per day
 - Baby is back to birth weight by 2 weeks
- ❑ **Breasts are firm before a feeding and soft after**

Breastfeeding challenges: Your “trouble-shooting” guide



When to call the Doctor

- ❑ **Cracked or bleeding nipples** - get help right away!
- ❑ **Breast pain**- Breast redness, warm/hot to touch, fever/flu like symptoms or signs of infection
- ❑ **Plugged/Clogged ducts**- Can be relieved by heat/ warm soaking and massage however, you should call
- ❑ **Nipple pain**- Pink, red, or white patches on nipple or areola or any white patches in baby's mouth

Nipple soreness

Can be VERY common:

Some causes

- ❑ Improper, shallow latch
- ❑ Baby not opening mouth wide to latch
- ❑ Poor positioning

What can help:

- ❑ Correct the latch
- ❑ After nursing apply colostrum or breast milk to nipples and areola- allow to area to air dry
- ❑ Use breast shells
- ❑ Change wet breast pads
- ❑ Lanolin cream- except if allergic to wool

Nipple shields



Pros

- ❑ Encourages your baby to feed at the breast
- ❑ Allows a weak baby to maintain a latch
- ❑ Instant fix for difficult problems such as tongue tie, inverted or flat nipples, and high palate

Cons

- ❑ Barrier between you and your baby- one extra step
- ❑ Less stimulation to breast
- ❑ Your baby may get used to the shield
- ❑ Often used incorrectly

Negative Influences on Milk Supply

These can decrease your milk supply :

- **Long spaces between feedings**- Your body makes what the baby needs. If you skip a feeding your body thinks you don't need as much
- **Smoking**- Will decrease your milk supply
- **Pacifiers**- Delay pacifier introduction until breastfeeding is firmly established.
- **Water** – Moms do not need to supplement with water, breast milk is all the baby needs
- **Some medications**- Before taking any medications consult your pediatrician

OBSTACLES WE MAY FACE

- **A rough start** - Can take a little time for mom any baby to get the hang of things.
- **Worry baby isn't getting enough** - We can't see what the baby is getting, we can get anxious - #1 worry of moms.
- **Going back to work or school** - Can be an emotional time. Plan to use a breast pump the same number of times the baby would feed.

Is this Normal??

-“I’m Overwhelmed!”

Every new mom feels this from time to time.
Keep check of expectations.

-“My baby always wants to nurse.”

Nursing patterns can vary day to day

- **Cluster nursing**- very frequent nursing. Can coincide with a normal fussy time
- **Growth spurt**-can last 24-72 hrs. First one usually 10 days to 2 weeks.
 - Remember nursing is not just about food. It offers comfort, warmth, closeness and love
- **Can I spoil my baby ?**- You will not spoil the baby if you hold him and nurse him often.

Support for breastfeeding at home

□ **Support people:**

- Dad/Partner- biggest support for moms
- Grandparents/Family/Friends

□ **Support Groups**

- Pediatrician/OBGYN Associates of WNY
- Home Care-usually offered at the hospital-Lactation can come to your house.
- Breastfeeding support groups-Baby Café – Meets at OP office every Thursday 6-8pm La Leche League of WNY
- WIC Counselors- (716) 332-2354
- Breastfeeding Supply Stores- Help from Supplies, Pumps and lactation help
- Care Connection –(716) 725-6370
- Baby's Sweet Beginnings- (716) 861-8100

**Thank you for
attending our class!**