

# What Have You Heard About Breastfeeding?

Importance of  
Breastfeeding

Introduction

Objective

Skin-to-skin  
Contact

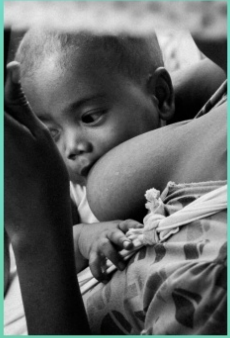
Rooming-in During  
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Oklahoma  
Breastfeeding  
Resources

Breastfeeding  
Duration

Baby-led  
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Exclusive  
Breastfeeding for  
the First 6 Months



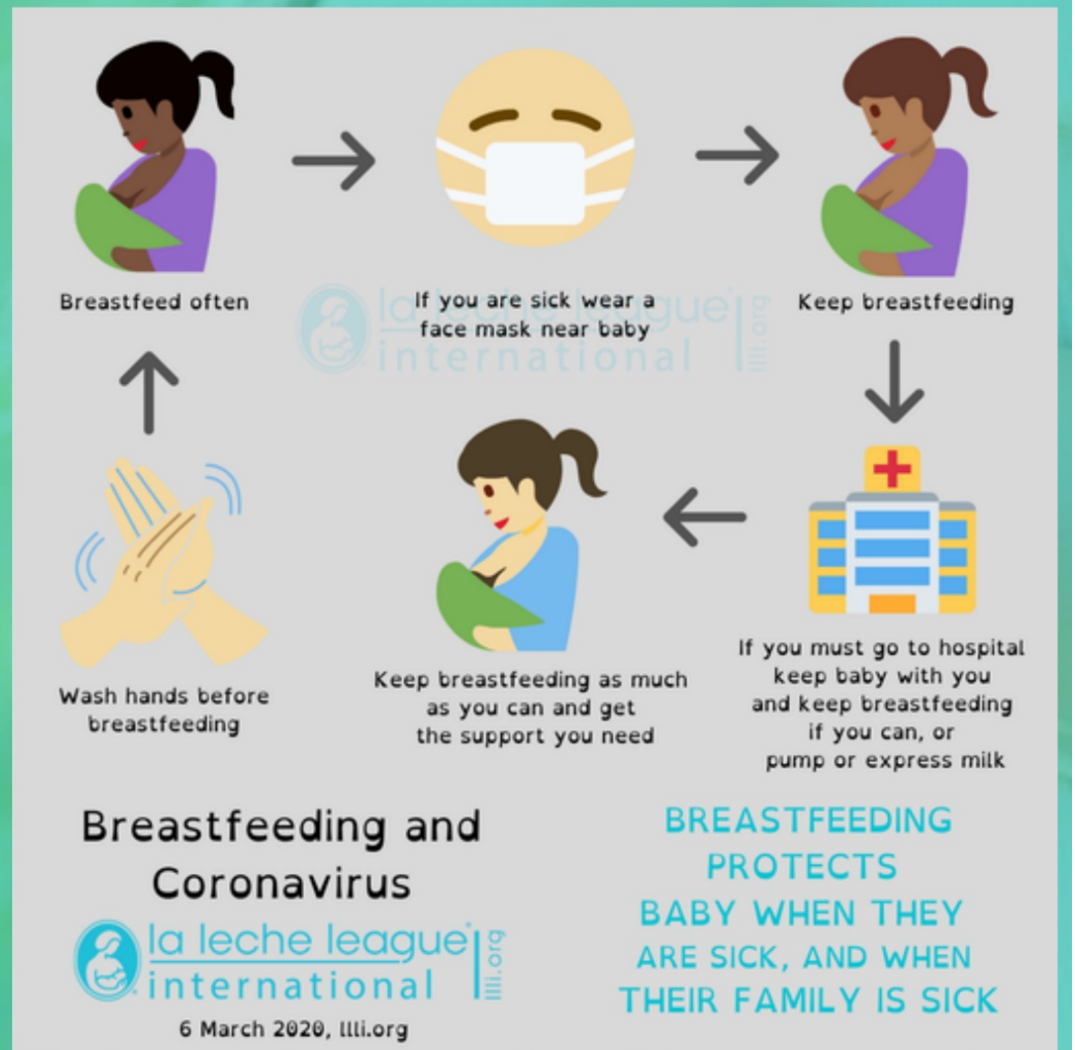
# Objectives

Mother will be able to:

- List 2 ways breastfeeding helps your baby
- List 2 ways breastfeeding helps your health
- Describe skin to skin contact
- Name 2 reasons to room in  
(keep you and baby in same room)

# Breastfeeding & COVID-19

Can women with COVID-19 breastfeed?





# Can women with COVID-19 breastfeed?

**YES.**

The World Health Organization states  
"Women with COVID-19 can breastfeed if they wish to do so."

## **They should:**

- Practice respiratory hygiene during feeding, wearing a mask when available
- Wash hands before and after touching the baby
- Routinely clean and disinfect surfaces they have touched



# Breastfeeding Myths ???

My mom could not make enough milk so I don't think I can either...

It's too painful...

Dad can't be involved...

# Breastfeeding Myths ???

My mom could not make enough milk so I don't think I can either...

**Truth:** Most women can breastfeed and make enough milk if they have the right support in the hospital and at home.

It's too painful...

**Truth:** Breastfeeding should not be painful. It's common to have nipple tenderness at first, but this will go away as your body adjusts. Severe pain means something is not right and needs to be checked out.

Dad can't be involved...

**Truth:** One of the best ways for dad to bond is to hold the baby skin-to-skin right from the start. Dad can help soothe, comfort, change and bathe baby.

# Importance of Breastfeeding

Breastfeeding is the way all babies were designed to be fed. It is the safest and simplest way to feed your baby.

Breastfed babies are healthier, they have...

- Fewer ear infections
- less gas, constipation, and diarrhea
- less risk of allergy and asthma
- less risk of sudden infant death syndrome (SIDS)
- less risk of obesity in childhood
- less risk of diabetes





# Importance of Breastfeeding

Mothers who breastfed their babies are healthier, they have...

- Less bleeding after childbirth
- Less risk of breast, ovarian, & uterine cancer
- Less risk of heart disease & diabetes
- Stronger bones
- Less risk of baby blues after baby's birth



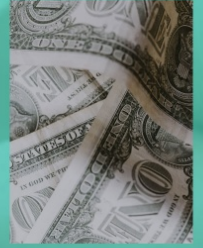
# Importance of Breastfeeding

Breast milk is the ONLY food that...

- Contains more than 200 nutrients
- Has 100s of special immune factors that protect your baby
- Is never too hot or too cold



# Importance of Breastfeeding



Breastfeeding saves time and money!  
Families who breastfeed...

- Considerable savings the 1st year alone by not having to buy formula & bottles
- Miss fewer days of work
- Lose less income



# Health Impact of Breastfeeding

Big cost savings if we helped more mothers and babies breastfeed longer...

If almost all families (90%) could fully breastfeed for the first 6 months, we would save **\$14 billion in health care costs.**

What do you need to reach YOUR breastfeeding goal?



Bartick et al 2017

# Breastfeeding is a unique process

Nursing is a special time for both of you.

Mothers feel that breastfeeding helps them bond with their babies and they feel very proud when they nurse for even a short amount of time.



# What is Skin-to-skin Contact?

Early skin-to-skin contact begins at birth. Your naked baby is placed on your bare chest. Your baby is dried with clean towels. The baby's head is covered with a dry cap and a warm blanket is placed across the baby's back.





# Skin-to-Skin Contact



Snuggling gives you and your baby the best start for breastfeeding. Many research studies have shown that skin-to-skin contact helps babies breastfeed better. Moms make more milk and babies end up nursing weeks or months longer.

The American Academy of Pediatrics recommends that **ALL** babies spend time skin-to-skin right after birth.

# Skin-to-Skin Contact

Skin-to-skin contact helps mom and baby bond right away.

## Benefits of Skin-to-skin:

- Helps baby adjust to life outside the womb
- Helps control baby's heart rate, breathing, temperature and blood sugar
- Helps keep baby calm
- Helps baby start nursing on their own

# Skin-to-Skin Contact

Whether you choose to breastfeed or bottle-feed your baby, skin-to-skin contact will warm, soothe and calm your baby at birth, during your hospital stay and at home.





# Skin-to-Skin Contact



Dads can bond with skin-to-skin time too.

# What is Rooming In?

Rooming in means you and baby stay in the same room after birth and the hospital does not take your baby away from you unless they are sick.

You can get to know your baby better, breastfeed better and have nurses to help you learn your baby's needs.

When mothers and babies room in, babies stay warm, cry less and feed better.

# Benefits of Rooming in include:

- Babies cry less and are easier to calm
- Moms get more rest
- Moms learn baby's feeding cues
- Moms make more breast milk, faster



Mothers and babies share a natural instinct to be close after birth. Babies cared for in a hospital nursery tend to cry more, are more likely to be fed formula and may have more trouble nursing than babies who "room-in" with their mothers.



# Baby-led Feeding

Feeding on demand, or **baby-led feeding**, is frequent feeding to help build milk supply



# Newborns DO NOT Feed on a Schedule

## American Academy of Pediatrics Breastfeeding Policy Statement

“Babies should be breastfed whenever they first show signs of hunger, such as increased alertness or activity, mouthing, fist sucking or rooting. Crying is a late indicator of hunger. Newborns should be fed about **8-12 times every 24 hours** until they seem full.”

**Key fact:** Babies feed often in the first few weeks to help build mom's milk supply

Scheduled feeds are not advised...

# How does baby tell us they are hungry?

## **Feeding cues are:**

Mouthing movements

Rooting

Hand to face or mouth actions

Hand-sucking

Sticking out the tongue





## EARLY CUES - "I'm hungry"



• Stirring



• Mouth opening



• Turning head  
• Seeking/rooting

### EARLY CUES - "I'm hungry"



• Stirring



• Mouth opening



•

### MID CUES - "I'm really hungry"



• Stretching



• Increasing physical movement



• Hand to mouth

### LATE CUES - "Calm me, then feed me"



• Crying



• Agitated body movements



• Colour turning red

# Babies will eat 8 to 12 times in 24 hours

Your baby may want to nurse often.

Feed anytime baby shows feeding cues.

Unevenly spaced feedings are **NORMAL**.

A normal feeding pattern for a 2 day old infant MIGHT look like this:

9p, 9:30p, 10:20p, 12a, 1:00a, 4:00a, 8:00a, 12p 3:00p, 6:00p, 7:00p, 8:00p



# How To Tell if Baby is Getting Enough To Eat

Many mothers worry about whether their baby is getting enough to eat. Baby's stomach is about the size of their fist, so making enough milk is easy!

Remember, nothing comes out the bottom unless something goes in the top!

## **Baby is getting enough to eat if baby is:**

- Active & alert
- Breastfeeding at least 8 times each 24 hours
- Suckling & swallowing while breastfeeding
- Back to birth weight at 2 weeks of life
- Having yellow poop by day 5

# How To Tell if Baby is Getting Enough To Eat

The **number** of diapers and the **color** of baby's poop will help you know if your baby is getting enough to eat.

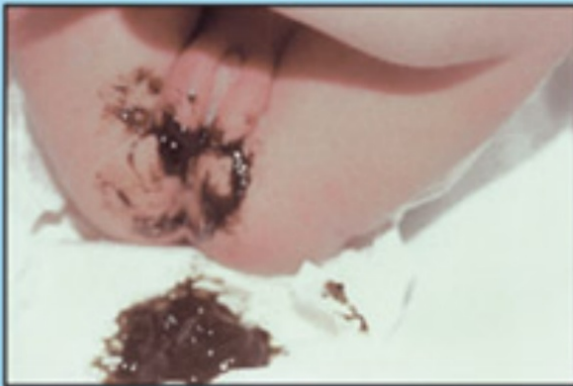
Day of life = number of wet (void) & dirty (stool) diapers per 24 hours.

# of Day of Life	# of Wet Diapers	# of Dirty Diapers
2	2 <u>wet</u>	2 dirty
3	3 <u>wet</u>	3 dirty
4	4 <u>wet</u>	4 dirty

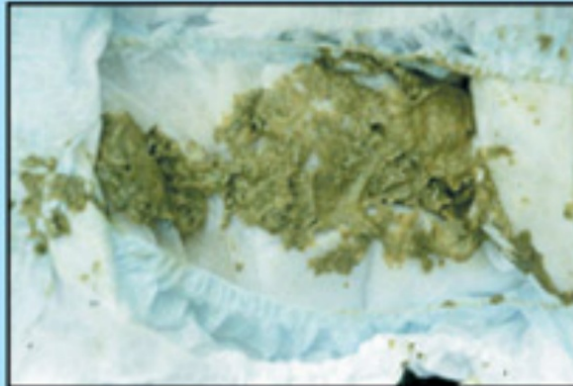


# How To Tell if Baby is Getting Enough To Eat

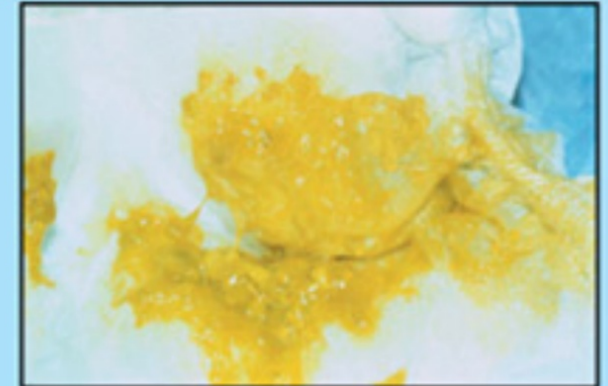
The baby's poop should change color from black to yellow during the first 5 days after birth.



The baby's first poop is black and sticky.



The poop turns green by Day 3 or 4.



The poop should turn yellow by Day 4 or 5.



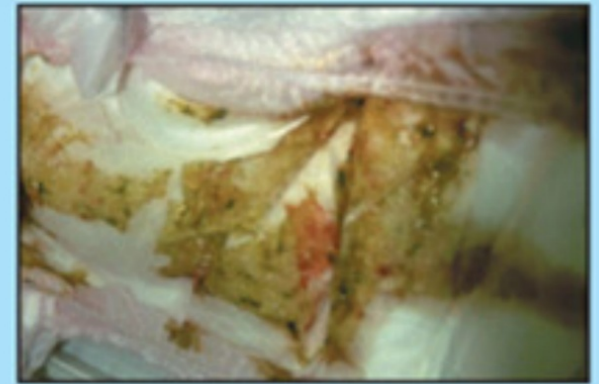
# How To Tell if Baby is Getting Enough To Eat



Poop can look seedy.



Poop can look watery.



Illness, injury, or allergies can cause blood in poop. Call Doctor.



# How To Tell if Baby has a Good Latch

## **What to look for:**

- Baby's mouth is open wide
- Baby's tongue is over his lower gum
- Baby's lips curl out like a fish
- You hear or see your baby swallowing

# Breastfeeding Positions



Choose a comfortable position for you and for baby.

Place your baby on your chest, turn baby on their side, or tuck them under your arm so that their head, shoulders, knees and chest face your breast.





# Breastfeeding Positions



**Football Hold**



**Side Lying**



**Cross cradle**



**Cradle**

# What to Expect

## Day 1

Baby nurses 6 or more times with a wide mouth

Baby nurses with a strong suck and a few soft swallows

Baby stays skin to skin for first feeding and most of day one

Baby nurses a few minutes or more each time

Baby wets 1 or more diapers



# What to Expect

## Day 2



Baby wakes for more feedings, watch for feeding cues!

Baby nurses 8 or more times with strong sucking and soft swallows

**Newborns may feed VERY often, even hourly for the first few nights. This is normal infant behavior. Keep nursing!**

Baby nurses several minutes or more each time.

Baby wets at least 2 diapers, passes 1-2 black, tarry stools



# What to Expect

## Day 3-4

Baby continues to nurse 8-12 times/day with strong sucking and loud swallows

Mom's breasts feel more heavy and full with milk. Baby softens at least 1 breast per feeding

Baby wets 4-6 diapers, passes 3-4 dark green, softer stools



# What to Expect

## Day 5-7

Baby continues to nurse 8-12 times/day with strong sucking and loud swallows

Baby wets 6-8 diapers, passes 4 or more yellow, runny stools



# What does Exclusive Breastfeeding Mean? (Full Breastfeeding)

Give breastfed newborns no food or drink other than breast milk, unless a medical reason.





# Infant Feeding Recommendations

**0-6 months:** fully breastfeed

**6 months:** start to offer solid foods in addition to breastfeeding

**12 months and older:** Keep nursing as long as mom and baby want



# Value of Full, Exclusive Breastfeeding

Is it really  
worth it to  
**ONLY** have  
breastmilk?

**YES!**

The more breastmilk and the longer baby gets breastmilk, the stronger it makes baby's immune system. The closer mom can get to full nursing in the 1st 6 months, the better for both mom and baby.

# Impact of Giving Formula to Breastfeeding Babies:

- Makes breastfeeding harder, mom makes less milk
- Babies may imprint on the bottle and have trouble feeding at the breast
- Babies can have cow milk reaction or allergy
- Babies may have more diarrhea, infections and diabetes
- Babies fed formula can gain too much weight





## Increased Health Risks for Babies that are NOT Breastfed

Formula feeding is linked with more illness, both childhood illness and long term adult illness.



# Increased Health Risks for Babies that are NOT Breastfed

## Increased risk for:

- Ear Infections
- Eczema
- Diarrhea and Vomiting
- Asthma
- Childhood Obesity
- Type 2 diabetes
- Childhood cancers
- Sudden Infant Death Syndrome (SIDS)



# How long do I breastfeed my baby?

Breastfeeding may continue longer than your baby's 1st birthday.



**The worldwide advice is that babies breastfeed for at least the first 1-2 years of life.**



# Benefits of Breastfeeding Past 1 Year

- Breastfeeding offers comfort and makes your baby feel secure.
- Breast milk fights disease and helps your baby stay healthy even when your baby is around other children.
- The longer you breastfeed, the greater the benefits for you and your baby.

# Benefits of Breastfeeding Past 1 Year

Your milk has immune factors in it for your baby no matter how long baby breastfeeds.

Toddlers may have times they refuse solid foods but they will still get your milk which is always complete nutrition.



## Have breastfeeding questions?



**Talk to the Oklahoma Breastfeeding Hotline!**

**Call: 1-877-271-6455 (MILK) or  
Text: OK2BF to 61222**

to speak (for free!) to an  
International Board Certified Lactation Consultant (IBCLC)  
24 hours a day, 7 days a week, 365 days a year.

Text to opt-in and receive messages from the Hotline.  
Staff reply to all non-urgent questions 7a -7p.  
Urgent calls/texts are returned 24/7.  
You may have to pay for texting from your cell service.



# Breastfeeding Resources

## Hospitals

Check with your birthing hospital for lactation services

### **OKLAHOMA BREASTFEEDING HOTLINE**

1-877-271-MILK(6455)  
OR TEXT OK2BF TO 61222

### **Oklahoma Breastfeeding Resource Center**

<https://obrc.ouhsc.edu/>

## IBCLC Home Visits

Check your area for local IBCLCs

### **Le Leche League of Oklahoma**

<https://www.lllok.org/>

### **OU Physicians Lactation Clinic**

In office or Telehealth

Phone: 1-405-271-9494

Address: 825 NE 10th St., OKC, OK

## Oklahoma WIC

WIC provides nutrition services to pregnant, breastfeeding, and postpartum women.

[https://www.ok.gov/health/County\\_Health\\_Departments/Mayes\\_County\\_Health\\_Department/WIC\\_Program/index.html](https://www.ok.gov/health/County_Health_Departments/Mayes_County_Health_Department/WIC_Program/index.html)

# Let Us Know What You Think...

Click on the following link for a short survey:

[https://ouhsc.qualtrics.com/jfe/form/SV\\_4MZFu0U86WaRZbf](https://ouhsc.qualtrics.com/jfe/form/SV_4MZFu0U86WaRZbf)