

Breastfeeding and Mom2Mom Workshop Parent Education

March 2020 LW/KP



Aim:

To teach pregnant women and their supporters so they can make a good start to breastfeeding.



The value of breastmilk

Baby Friendly Initiative | Call to Action

Watch later Share

IT'S MORE THAN JUST FOOD

- SUPPORTS LOVING RELATIONSHIPS
BRAIN DEVELOPMENT
- PROTECTS AGAINST
CANCER
OBESITY
DIABETES
INFECTIONS
SUDDEN INFANT DEATH

MORE VIDEOS

<https://www.youtube.com/watch?v=2adriKweZTE>



Developing loving relationships with your baby

New babies have a strong need to be close to their parents, as this helps them to feel secure and loved. When babies feel secure, they release a hormone called oxytocin, which acts like a fertiliser for their growing brain, helping them to be happy babies and more confident children and adults.

The following links provide more information:

- <https://www.unicef.org.uk/babyfriendly/baby-friendly-resources/breastfeeding-resources/breastfeeding-relationships-early-days-video/>
- <https://www.unicef.org.uk/babyfriendly/baby-friendly-resources/relationship-building-resources/importance-of-relationship-building-video/>
- <https://www.unicef.org.uk/babyfriendly/baby-friendly-resources/relationship-building-resources/building-a-happy-baby/>
- <https://www.unicef.org.uk/babyfriendly/baby-friendly-resources/relationship-building-resources/ewan-mcgregor-baby-i-love-you-video/>



Skin to skin is a great way to get breastfeeding off to a good start



Skin to skin contact

Skin to skin helps babies adapt to life outside the womb and is important for supporting mothers to initiate breastfeeding and to develop a close, loving relationship with their baby.

- **What is skin to skin contact?**

Skin to skin contact is where a baby is laid directly on their mother's bare chest, both of them covered in a warm blanket, and left for at least an hour or until after the first feed. Skin to skin contact can also take place any time a baby needs comforting or calming and to help boost a mother's milk supply.

- **Why is skin to skin contact important?**

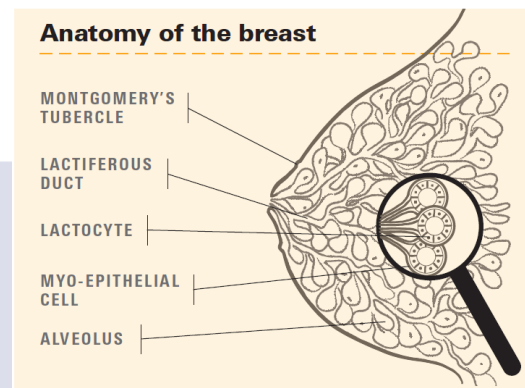
- It calms and relaxes both mother and baby.
- It regulates the baby's heart rate and breathing, helping them to better adapt to life outside the womb.
- It stimulates digestion and an interest in feeding.
- It regulates temperature.
- It enables colonisation of the baby's skin with the mother's friendly bacteria, thus providing protection against infection.
- It stimulates the release of hormones to support breastfeeding and mothering.

<https://www.unicef.org.uk/babyfriendly/baby-friendly-resources/implementing-standards-resources/skin-to-skin-contact/>



How does breastfeeding work?

- Your breasts start changing and making colostrum (the first milk your body makes) from when you are around 16 weeks pregnant.
- Your hormones change when your baby is born. When your baby breastfeeds, they will receive colostrum for the first few days, and then your body starts to make mature breastmilk in larger volumes (usually between day 3-5 after birth).
- The more frequently and effectively your baby removes milk from your breasts, the more hormones you make and the more milk your body will make.
- Milk is made in the alveolus of the breasts, not in the nipple. This is important when you are learning how to position and attach your baby for breastfeeding.



Helping your baby breastfeed well

It is important that your baby attaches effectively at the breast, as this will help make sure they get enough milk. In turn, this helps to make sure that you have a good milk supply. A good latch also helps to protect a mother's nipples from becoming sore.

Please watch the following two videos:

<https://www.unicef.org.uk/babyfriendly/baby-friendly-resources/breastfeeding-resources/positioning-and-attachment-video/>

<https://www.unicef.org.uk/babyfriendly/baby-friendly-resources/breastfeeding-resources/ineffective-attachment/>



The way you hold your baby can effect how your baby latches

C: close: ensure you are holding your baby close to you. Make sure baby's arms are not between you.

H: head free: make sure your baby's head can move freely, as they will need to move their head backwards as they latch.

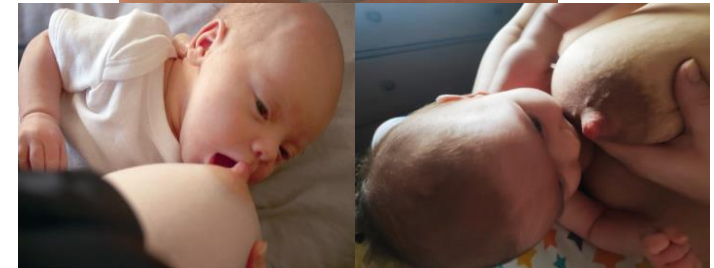
I: inline: make sure baby's head and body are inline. It is not easy to drink if your head is twisted to the side.

N: nose to nipple: if baby starts out with their nose lined up with your nipple, it will be easier for them to achieve a deep and effective latch, with the nipple far back by the soft palate on the roof of the mouth.

Cross cradle hold



C
H
I
N



Try laid-back positioning



Laid-back positioning is a natural approach to breastfeeding. It encourages many of your baby's natural reflexes, such as head bobbing, cycling of their arms and legs and looking for the breast. This position helps your baby naturally adopt a position which enables them to get a deep and effective latch on the breast.

There are lots of positions you can try to feed your baby in. Different positions work for different mothers and babies. This is a picture of the **rugby ball hold**.

Baby is being held under the mother's arm rather than lying across her front, but you can see that the CHIN principles are still being utilised.

Whichever position you choose to feed your baby in, it is important that it is **sustainable** and that you are comfortable.



How to recognise an effective latch

When baby is attached at the breast, you should see:

- Baby has a wide, open mouth.
- The chin should be pressed into the breast.
- If you can see any of your areola, more should be visible above baby's top lip than below the bottom lip.
- Baby will initially suck rapidly and then start slow, deep sucks with swallows.
- Baby should be content at the breast.
- Breastfeeding should not be painful for the mother.



Why do babies breastfeed?

Although food is a major reason why babies do breastfeed, it is not the only reason.

It is important to be responsive to your baby's needs. Responsive breastfeeding means the mother is responding to her baby's cues, as well as her own desire to feed her baby. Crucially, feeding responsively recognises that feeds are not just for nutrition, but also for love, comfort and reassurance between baby and mother.

Feeding responsively is:

- Responding to feeding cues (baby opening their eyes, rooting to suckle, putting hands to mouth).
- Feeding when breasts feel full.
- Feeding when baby needs comfort.
- Feeding when mother and baby want to relax.

Breastfed babies cannot be overfed or spoiled.

“I use the breast for comfort, and then the nutrition just takes care of itself.”

<https://www.unicef.org.uk/babyfriendly/baby-friendly-resources/relationship-building-resources/responsive-feeding-infosheet/>

<https://www.unicef.org.uk/babyfriendly/breastfeeding-the-dangerous-obsession-with-the-infant-feeding-interval/>



Is breastfeeding going well?

Breastfeeding assessment - Midwife

* Please place a sticker (if available) otherwise write in space provided.

Surname: _____
 First names: _____
 NHS number: _____ Unit no: _____
 Address: _____ Sex: M / F
 _____ Post code: _____ D.O.B: _____
 G.P: _____ Code: _____
 H.V: _____ Code: _____

How you and your midwife can recognise that your baby is feeding well

You may wish to complete this 3rd column yourself:

What to look for/ask about	1 ✓ / X	2 ✓ / X	✓ / X
Your baby:			
Has at least 8-12 feeds in 24 hours*			
Is generally calm and relaxed when feeding and content after most feeds			
Will take deep rhythmic sucks and you will hear swallowing*			
Will generally feed for between 5 and 40 minutes and will come off the breast spontaneously			
Has a normal skin colour and is alert and waking for feeds			
Has lost not more than 7% weight (refer to local guidelines)			
Your baby's nappies:			
At least 6 heavy, wet nappies in 24 hours*			
At least 2 dirty nappies in 24 hours, at least £2 coin size, yellow and runny and usually more*			
Your breasts:			
Breasts and nipples are comfortable			
Nipples are the same shape at the end of the feed as the start			
How using a dummy/nipple shields/infant formula can impact on breastfeeding			

Midwife: All responses need to be ticked or crossed. If crossed watch a full breastfeed, complete care plan, including reviewing **positioning and attachment**, and refer for additional support.

***This assessment tool was developed for use on or around day 5. If used at other times, see below:**

Wet nappies:
 Day 1-2 = 1-2 or more
 Day 3-4 = 3-4 or more, heavier
 Day 6 plus = 6 or more

Stools / dirty nappies:
 Day 1-2 = 1 or more, meconium
 Day 3-4 = 2 (preferably more) changing stools
 Day 5-6 = at least 2 per day £2 coin size yellow and runny

Sucking Pattern:
 Swallows may be less audible until milk comes in day 3-4
 Feed frequently:
 Day 1 at least 3-4 feeds

- **After day 1** young babies will feed often and the pattern and number of feeds will vary from day to day, with plenty of night feeds.
- **Being responsive** food, drink, comfort and security will ensure you have a good milk supply and a secure and happy baby.

Care plan commenced: Yes/No

1. Midwife: sign _____ Print _____ Date _____
 2. Midwife: sign _____ Print _____ Date _____

UNICEF breastfeeding assessment tool for Midwives adapted by West Midlands NIFN, June 2015
 Top copy: remain in PCHR 2nd copy: Midwife

Breastfeeding assessment - Midwife

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This is the breastfeeding assessment tool that your midwife will use to help assess how feeding is going. You can use it as a guide too. It can be found on page 8 of your baby's Personal Child Health Record (often called 'the red book'). You will be given this when you are discharged from hospital.



Hand expression

Learning to hand express breastmilk is useful as if baby is unable to latch or if you need to express milk to give to your baby, it is the most effective way of expressing milk, especially in the early days.

<http://www.dgft.nhs.uk/wp-content/uploads/2018/10/Information-on-feeding-your-baby-hand-expression-V2.pdf>

<https://www.unicef.org.uk/babyfriendly/baby-friendly-resources/breastfeeding-resources/hand-expression-video/>



You can start practising hand expressing from 36 weeks of pregnancy and freeze the colostrum you express in case your baby needs any extra milk. Your community midwife can give you a hand expression kit, which contains sterile syringes to collect your milk in.



Breastfeeding support in Dudley

Due to current events, there is limited face to face support available.

If you need support with breastfeeding at any time, or if you have any questions, **please contact Specialist Midwives Infant Feeding** or ask your community midwife:

Need help in the meantime?

Contact Specialist Midwives Infant Feeding

Monday-Friday 9am-5pm

01384 456 111 & ask operator to bleep 5050

Email: dgft.spmwif@nhs.net

Community Breastfeeding Support Workers available

Monday-Friday 9am- 5pm

01384 244358 or contact Specialist Midwives

Ask your midwife about Flo

Our text based service built to support you!

National Breastfeeding Helpline

7 Days a week 9.30am-9.30pm

0300 100 0212





Flo is a text messaging service that is funded by Dudley Public Health. It is free and available to all ladies living in the Dudley Borough. You will receive regular informative text messages and links sent to your mobile phone.

The messages are available from 28 weeks of pregnancy until your baby is six weeks old.

Ask your community midwife for more information or contact Specialist Midwives Infant Feeding.



Things to remember

- Cuddle and breastfeed your baby as much as you wish. It is not possible to spoil or overfeed a breastfed baby. Use the breast for comfort and the nutrition will take care of itself.
- Ask for help if you need it. If you are trying to contact the specialist midwives and we cannot answer your bleep, please send an email (include a contact number) and we will call you back when we are able to.



Other useful links

<https://www.unicef.org.uk/babyfriendly/baby-friendly-resources/sleep-and-night-time-resources/caring-for-your-baby-at-night/>

<https://www.youtube.com/watch?v=DagfgMeMSXI>

<http://iconcope.org/>

Foreign language resources:

<https://www.unicef.org.uk/babyfriendly/baby-friendly-resources/foreign-language-resources/>

