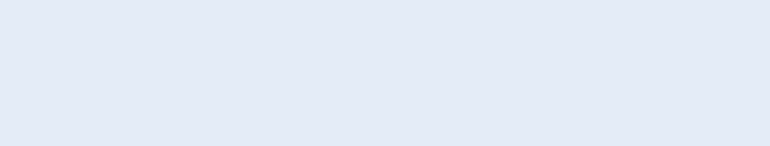


A close-up photograph of a woman with blonde hair smiling warmly at a newborn baby she is holding. The woman is wearing a white button-down shirt. The baby is sleeping peacefully with its head resting on her shoulder. The background is softly blurred.

Breastfeeding
is a journey



Starting in 1st Half of Pregnancy

You are already making milk!

This liquid gold is:

- Loaded with nutrients and antibodies
- Nice and thick, so your baby won't need a large volume
- Easily digested, so your baby will eat often

At Birth: Go Skin to Skin

As soon as baby is born, putting your baby on your chest will help start breastfeeding. This can be done in some C-sections, too!

After Birth: Feed That Baby Often!

Babies start out needing to eat very often, especially on DAY 2. This may be hard to get used to, but it helps breastfeeding get started. Many babies nurse on a regular schedule when they get older.

Line Up Help

Set up your support system now, for after your baby is born!

During the first stages when a baby may be a high risk.

Think About Breastfeeding

Breastfeeding is even more important for moms with high-risk pregnancies or whose babies may be hospitalized after birth. For these babies, mom's breast milk can be a lifesaver.

Check Your Breasts

Ask your doctor to do a breast exam. This will help you to be prepared if you have had any surgeries, or if you may need extra help with latching after your baby is born.

Check Your Meds

Finding out now which of your medications are okay to use while breastfeeding will make the hospital stay much smoother. If you need to change any of your medications, you can talk with your doctor about it now.



Starting out strong.

First Days: Feed That Baby Often!

Babies start out needing to eat very often, especially on DAY 2. This may be hard to get used to, but it helps breastfeeding get started. Many babies nurse on a regular schedule when they get older.

Days 3 to 5: Milk Changes

Your milk will change color and there will be more of it.

- Feed your baby whenever he or she wants
- Hold off on pacifiers, you may not notice if baby is hungry
- Hold off on formula, it will tell your breasts to make less milk
- Warm or cold packs, breast massage and showers can help with pain

Days 14 to 30: Growth Spurts

Baby's first growth spurt can happen any time. "Cluster feeding" is when your baby nurses a LOT for a few days.

- As always, feed whenever your baby wants
- Your milk supply will adjust!
- Using formula during these times will tell your body to make less milk

Is My Baby Hungry?

If your baby is showing the following cues, or signs, he or she is hungry!

- Early Cues ("I'm Hungry ...")
 - Stirring/moving around
 - Opening mouth (licking or smacking lips)
 - Rooting (turning head to the side with an open mouth)
- Mid Cues ("I'm really hungry!")
 - Stretching
 - Moving more
 - Putting hand to mouth
- Late Cues ("Calm me, then feed me!")
 - Crying
 - Moving a lot
 - Won't latch



Breastfeeding has its ups and downs.

BREASTFEEDING IS A JOURNEY

1 Month: Soft Breasts

This doesn't mean you have run out of milk! It's just your body's normal adjustment to how much your baby needs.

4 to 6 Months: Baby Gets Busy

Your baby may lose interest in breastfeeding, or pull away more often. This is a phase, don't give up! Nurse in quiet, dark rooms – and if your baby doesn't want to nurse, try again later ... no need for a bottle.

9 to 12 Months: Little Support from Family or Friends?

Don't worry, you know that breastfeeding is best for at least one year, if not two and more! You can address negative comments however you'd like, but don't let them knock your confidence!

Worried About Biting?

Babies sometimes check to see if biting is okay. Teach them not to bite by gently but firmly taking them off the breast whenever they bite. They will learn quickly so that you won't have to stop breastfeeding!

Anytime: Cluster Feeding

Your baby may occasionally nurse a LOT for two to three days. This doesn't mean you ran out of milk – it's baby's way of letting you know to make more.

Anytime: Back to Work?

You don't need to stop nursing if you go back to work. Federal and State Law guarantee you time and space to pump breastmilk. We can help with getting a pump and tips for storing milk!



Continue breastfeeding into the toddler years.

Expert Nurse

Your child is an expert, so nursing may not take quite so long – it's still really good for you both.

What to Call It!

Be sure that whatever name you have your child use to ask to nurse is one you want shouted in a crowded grocery store!

Child May Try to Wean

You can wean if you think it's the right time, but you don't have to. If you have trouble with this phase, let us know!

Toddlers are independent, distracted and exploring new things.

- May just feed briefly for comfort
- If your child is distracted, take them into a quiet, dark place; offer a toy or read a book while you nurse

Little support from family, friends or strangers?

Don't worry, you know that breastfeeding is best for you and your child! Don't let them make you less confident. Worldwide, the average age of weaning is four years old!

Look at your amazing accomplishment!

For more information, visit:
kellymom.com/ages/order-infant/ebf-benefits



Get help!

You may need help with breastfeeding if ...

- You have cracked or bleeding nipples
- Your baby is not gaining weight
- Your mature milk does not come within a week of delivery
- You have painful engorgement or mastitis
- You have low milk supply/supplementing with formula and/or an overproduction of milk
- You have a premature baby (born before 36 weeks)



To speak with a Lactation Consultant by phone, please call (585) 275-9575 and someone will return your call within 24 hours.

Call UR Medicine Breastfeeding at (585) 276-MILK if you need to make an appointment with a doctor or midwife specializing in breastfeeding.

If you have any immediate questions or concerns regarding breastfeeding or medications that you are taking, please contact your baby's pediatrician.

Other places you can get help:

- La Leche League
lalecheleague.org
Leaders are experienced mothers who help mothers and mothers-to-be with breastfeeding.
- Monroe County WIC Peer Counselors
Helpline: (585) 753-5640
- Rochester Regional Breastfeeding Coalition
rochesterregionalbreastfeedingcoalition.com