

# Ready, Set, **Baby**

**A guide to welcoming your new family member**



# Let's get started!



## Staying healthy during pregnancy and beyond



## Infant feeding - Find out the facts!



## While you are at the maternity center

Your labor and delivery

Skin-to-Skin

Rooming-In

Feeding On Cue/  
delayed pacifier use



## Breastfeeding information & tips

Early and exclusive breastfeeding

Benefits for mothers and babies

Position and latch

Making and maintaining your milk supply

Signs your baby is getting enough milk



## Back home with your new baby

The first few weeks

Preparing for other caregivers

Just for partners

Addressing common concerns

Resources for support



## Staying healthy during pregnancy and beyond





**What have you  
heard about  
infant feeding?**

**Infant Feeding**



## Preparing for your maternity center stay

Your labor and delivery

Maternity Center



## Skin-to-Skin contact

Keep your baby warm  
and secure

Maternity Center



## Rooming-In during your stay




Maternity Center



# Feeding "On Cue"

Follow your new baby's lead

**DAY**  
**1**   
= grape.



5-7ml

**DAY**  
**3**   
= cherry tomato.





22-27ml

**DAY**  
**7**   
= strawberry.



45-60ml

**MONTH**  
**1**   
= lime.



80-150 ml





## Early and exclusive breastfeeding

Your milk and nothing else



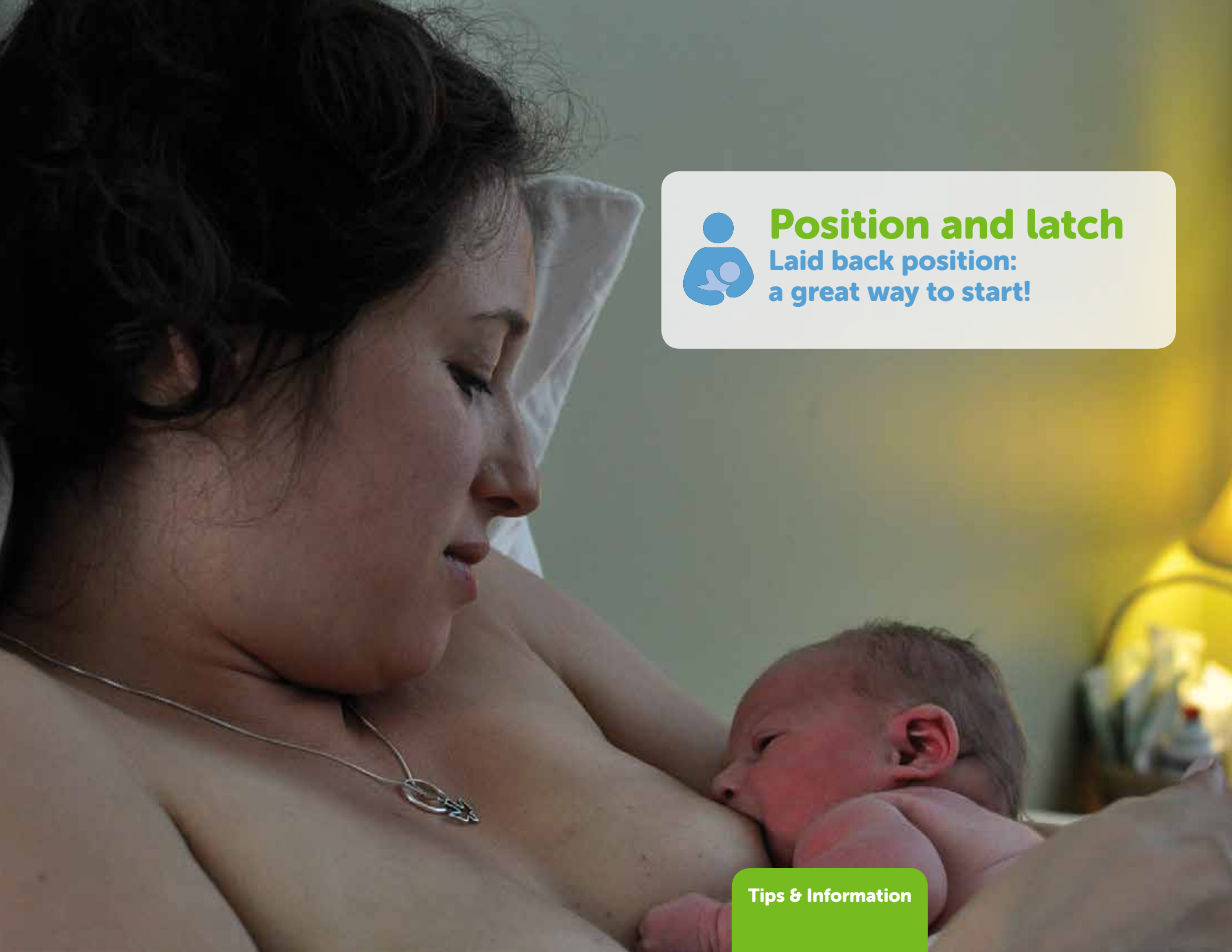
Tips & Information



**Benefits of  
breastfeeding**  
For moms AND babies



Tips & Information



## Position and latch

Laid back position:  
a great way to start!

Tips & Information



## Making and maintaining your milk

Move it or lose it



Tips & Information



## Signs your baby is getting enough milk



Tips & Information



## Let's review what we've learned

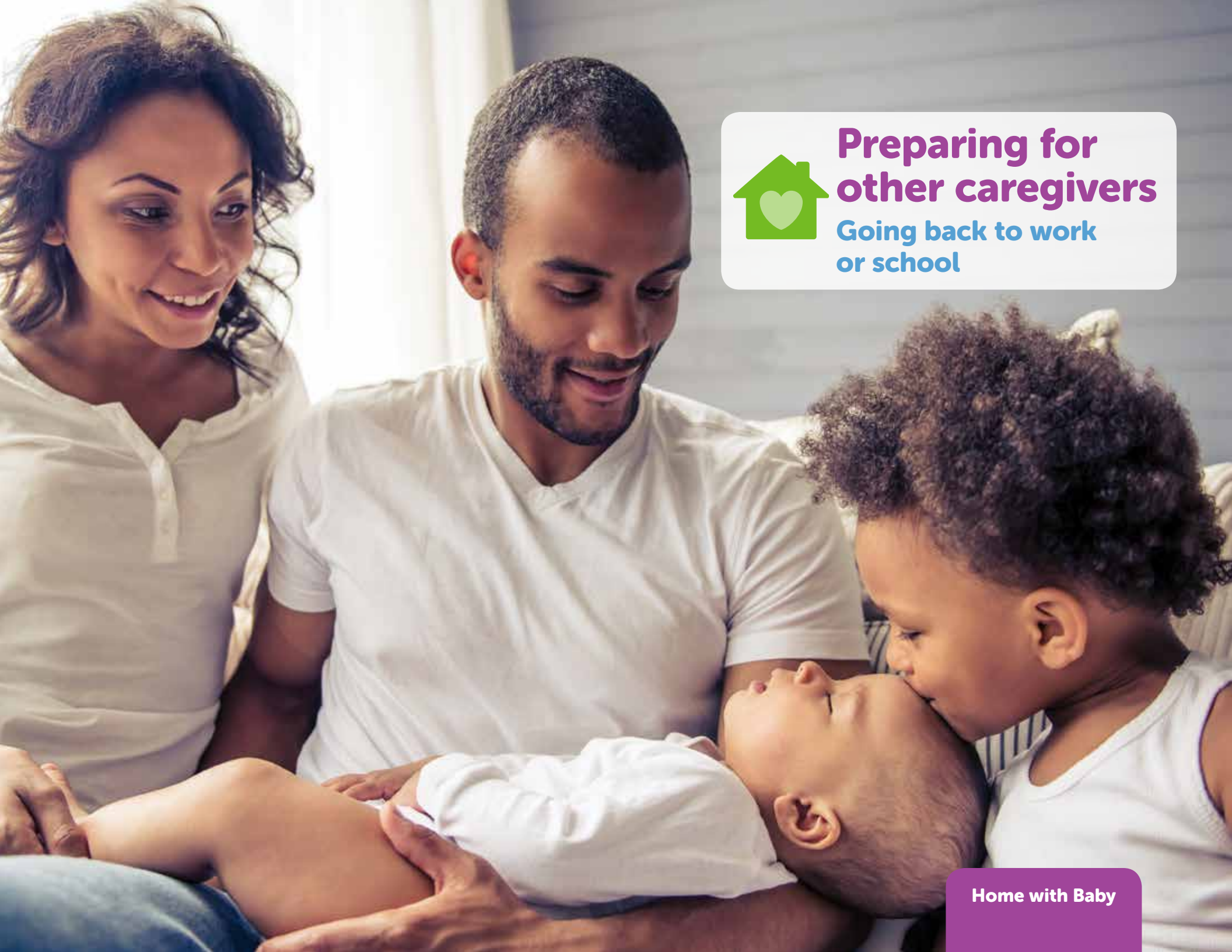
These maternity practices matter. **WHY?**





## The first few weeks

Changes for the whole family



 **Preparing for other caregivers**  
Going back to work or school





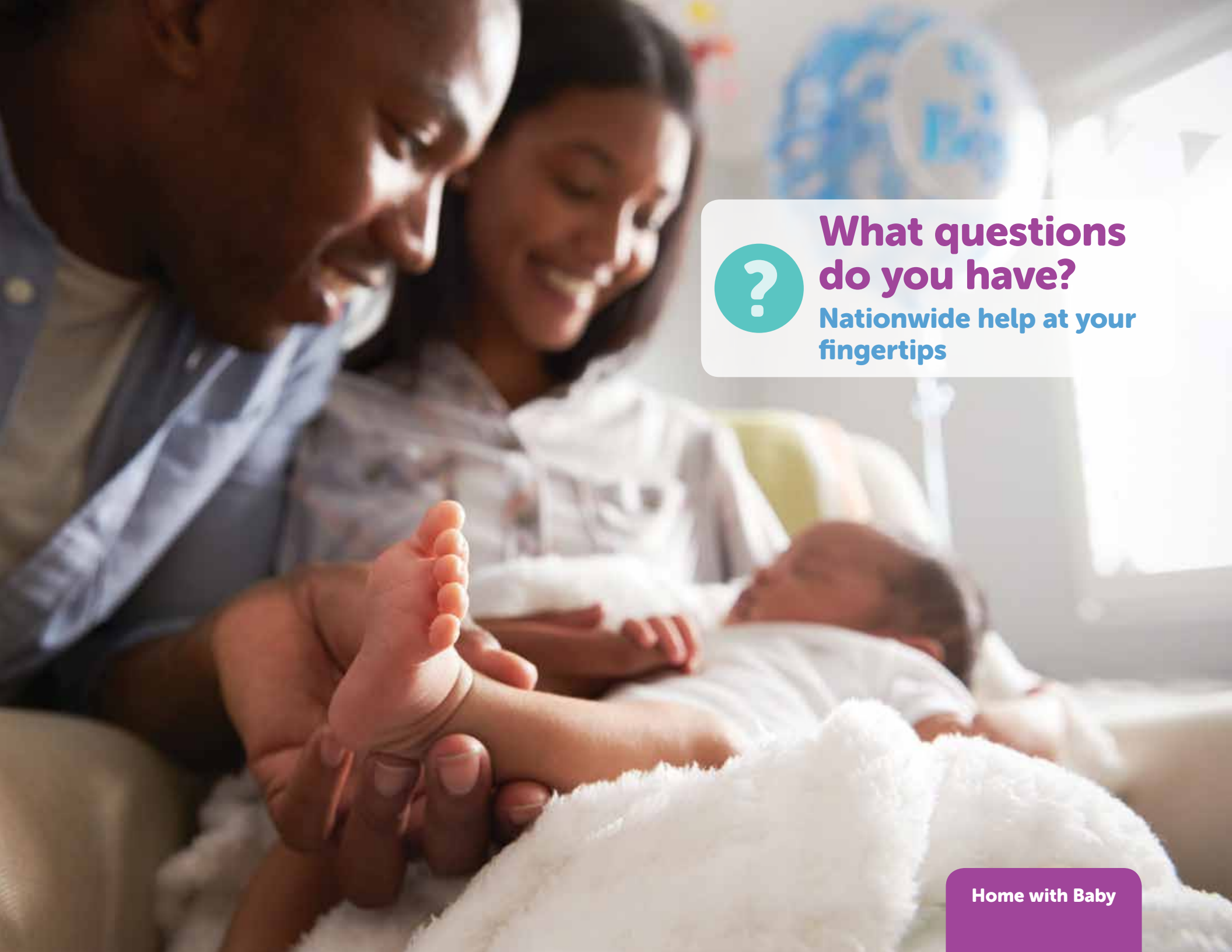
**Just for partners  
and loved ones**

**Breastfeeding is a team effort**



## Resources for support

Nationwide help at your fingertips



**What questions  
do you have?**  
Nationwide help at your  
fingertips

Home with Baby

## Photo credits

### Cover Slides

With thanks to Annie Oumarou

### Staying Healthy

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### What have you heard about infant feeding?

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### Your labor and delivery

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### Skin-to-Skin contact

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Shutterstock.com | Flashon Studio

### Rooming-In

Flickr.com/photos/40275187@N04/6217327186/ | Cassie Ehard

### Feeding On Cue

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### Early and exclusive breastfeeding

With thanks to the Texas Department of State Health Services

### Benefits of breastfeeding

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### Position and latch

With thanks to the Women's Birth and Wellness Center of NC, Region of Peel  
Health Services of Ontario and La Leche League International

### Making and maintaining your milk

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### Signs your baby is getting enough milk

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### Let's review what we've learned

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### The first few weeks

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### Preparing for other caregivers

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### Just for partners and loved ones

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### Common concerns after you are home

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### Resources for support

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### Questions?

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We would like to thank the W.K. Kellogg Foundation for their generous support of this and other projects that foster a breastfeeding-supportive society. For more information please visit [breastfeeding.unc.edu](http://breastfeeding.unc.edu).

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BREASTFEEDING  
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