

Ready, Set, **Baby**

A guide to welcoming your new family member



Ready, Set, **Baby**

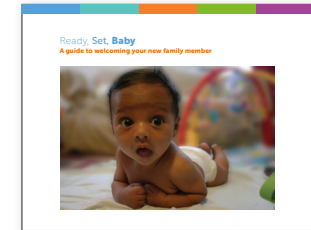
A guide to welcoming your new family member





Welcoming your new family member

- Ready Set Baby is designed to help you get ready for your baby, even if you've had a baby before.
- We will have a conversation about infant feeding, and provide you with the latest science and recommendations, so that you can make informed decisions.
- You will learn about the best ways to be cared for at the birthing facility after delivery, and what to expect for once you arrive back home.



INSTRUCTIONS FOR THE EDUCATOR

Please use your own words wherever possible to make the education conversational. Talk with parents, not at them. This will help them to listen well and stay engaged in the educational conversation. Important words are bolded.

i This icon represents a note, rather than suggested text.

Each content page contains the following components (adjust suggested text as needed):

- **Title and Conversation Starter** (suggested question for engaging parents at the beginning of each topic)
- **Main Message** (suggested text about the most important idea to convey)
- **Points to Cover** (suggested text: includes any definitions, rationale and other helpful information to convey the topic accurately to parents)
- **i Teachable Moment** (not suggested text: this section highlights an opportunity to teach parents a particularly poignant fact related to the topic)



Let's get started!



Staying healthy during pregnancy and beyond



Infant feeding - Find out the facts!



While you are at the birthing facility

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



Let's Review: Why do these practices



Back home with your new baby

The first few weeks / Mental health
Preparing for other caregivers
Just for partners
Common concerns
Resources for support

Let's get started!



Staying healthy during pregnancy and beyond



Infant feeding - Find out the facts!



While you are at the birthing facility

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



Let's Review: Why do these practices



Back home with your new baby

The first few weeks / Mental health
Preparing for other caregivers
Just for partners
Common concerns
Resources for support



Staying healthy during pregnancy and beyond



Staying Healthy

Staying healthy during pregnancy and beyond

**What are some things you do to stay healthy?
Do you have concerns about your current lifestyle?**

MAIN MESSAGE

Overall eating recommendations don't change when you're pregnant but there are important things to consider. In addition to eating a healthy diet, be sure to take a daily prenatal vitamin with iron and folic acid.

POINTS TO COVER

- Always wash your hands and cooking surfaces with water and soap before making food or eating.
- Avoid deli meats, undercooked foods, and unpasteurized soft cheeses like blue cheese - they can cause illness.
- Limit your intake of large fish to avoid ingesting mercury
i Refer to page 3 of the patient booklet for a list of large fish.
- If your provider says it's okay for you to exercise, aim for at least 30 minutes every day.
- All pregnant people need to gain weight. Weight gain recommendations vary based on your pre-pregnancy weight.

Staying Healthy



i TEACHABLE MOMENT

Many parents have questions once they become pregnant about their lifestyle choices and whether or not they need to change their diet or behaviors. Use this time to discover what concerns they may have about their lifestyle.

- Some medications can be safely taken during pregnancy and **most are safe with lactation**. Suggest they ask their healthcare provider about medications.
- Refer them to additional resources, if necessary, about things like smoking, vaping, alcohol, marijuana, and other street drugs.
- Refer to the last fact in the section titled Infant Feeding - Find out the facts!" for information about breastfeeding and medications and/or smoking and vaping, if relevant.

INFANT FEEDING - FIND OUT THE FACTS! ►

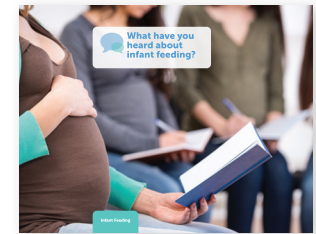


**What have you
heard about
infant feeding?**

Infant Feeding

What have you heard about infant feeding?

Have you or anyone that you've known breastfed before?



MAIN MESSAGE

Each of us have a unique opinions on infant feeding formed from our own experiences and those of others we know. As part of your healthcare team, we want you to know the facts.

POINTS TO COVER

- Knowing the facts will help you **make informed choices** that are best for your family. Together, we can help you meet your own personal infant feeding goals.
- Take a look at the facts on pages 4 and 5 of the booklet - do any of these facts surprise you? Let's talk about the ones that caught your attention.

i Refer to Pages 4-5 of the patient booklet, "Find out the facts!" Allow time for review and discussion. Share that these facts are based on the most common misbeliefs parents have - they are not alone.

i TEACHABLE MOMENT

*This discussion is perhaps the most important part of this counseling curriculum. **Please allow adequate time for concerns to be revealed.** Establish a mutual trust through **unbiased active listening**. What you learn will help you tailor the education to their unique situation and needs.*

- **Listen attentively and thank them** for sharing what they've heard about breastfeeding.
- Be sure to **validate** their experience and **affirm** that you heard what they shared.
- Remember **there are no right or wrong opinions** - corrections may stifle expression.
- **Try not to judge** comments from your own experience or perception. Just listen and affirm. You don't have to agree to affirm.
- Remember, skin-to-skin, rooming-in, and feeding on cue are important best practices for **all babies**, regardless of how they are fed.

PREPARING FOR YOUR BIRTHING FACILITY STAY ►

Infant Feeding



Preparing for your birthing facility stay

Your labor and delivery

Birthing Facility



Your labor and delivery

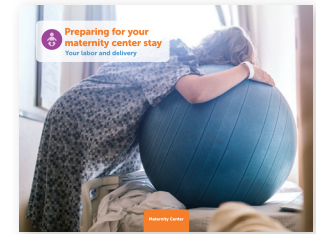
What have you heard about the early stages of labor?

MAIN MESSAGE

There are many ways to help cope with the pain of labor that do not involve medication. Many expectant parents find it easier to cope with early labor at home.

POINTS TO COVER

- Call your provider when labor starts, and follow their guidance for when to come into the birthing facility.
- To reduce the discomforts of early labor, try deep breathing, movement and walking, massage, heat or cold compresses, and continuous support from someone you trust.
- A doula is someone who provides continuous support throughout labor and delivery, and after delivery at home.
- Before you deliver, talk to your healthcare provider about your options for pain relief during labor. Knowing the benefits and concerns for each method will help your decisions be well-informed during your labor and delivery.



i TEACHABLE MOMENT

Non-medicated vaginal birth with immediate skin-to-skin contact is **optimal** for getting breastfeeding off to a good start. Patients who have received epidurals or other anesthesia can of course still breastfeed. **Encourage families to ask for extra support** in the beginning, as it may take longer to get breastfeeding started.

US statistics suggest that over 75% of those giving birth receive epidurals. Younger mothers, those with more education, and those with fewer children are more likely to receive epidural anesthesia.

Be sure parents know that there are medication-free ways to help cope with the pain of labor, and **encourage them to use these methods as a first line of comfort measures**, even if other medications are planned.

SKIN-TO-SKIN CONTACT ►

Birthing Facility



Skin-to-Skin contact
 Keep your baby warm
 and secure



Birthing Facility



Skin-to-Skin Contact

Let's imagine you've just given birth. How do you think your baby will feel when they first come into the world?

MAIN MESSAGE

Skin-to-skin keeps your baby warm and secure - it's the best place for your baby to be after birth, with as little interruption as possible. Your baby should be placed skin-to-skin with you right at the time of birth.

POINTS TO COVER

- Immediate skin-to-skin means your newborn baby is placed on top of you after being dried (with a blanket to cover).
- How do you feel about having your naked baby placed right on top of you after delivery? **i** *Validate response.*
- The cream on their skin helps protect them from infection.
- Skin-to-skin helps with bonding, makes the early breastfeeds go easier, and helps to calm your baby.
- It also helps steady their breathing and blood sugars.
Be sure you can always see your baby's face to look for good color and normal breathing.



i TEACHABLE MOMENT

Some expectant parents may have mixed feelings about having their baby on their belly or chest before they've both been cleaned up. Assure families that it is recommended for baby's health and is practiced in the best hospitals across the globe.

*While skin-to-skin is most important immediately after delivery during those first hours, **the benefits extend beyond the immediate postpartum period.** Encourage families to spend as much time skin-to-skin as possible in the early weeks. **Partners can practice skin-to-skin, too.** It is a great way for them to bond with their baby.*

Encourage parents to inquire with their provider about whether skin-to-skin would be possible in the event of a cesarean section.

**ROOMING-IN DURING
YOUR BIRTHING FACILITY STAY ►**

Birthing Facility



Rooming-in during your stay



Birthing Facility

Rooming-in

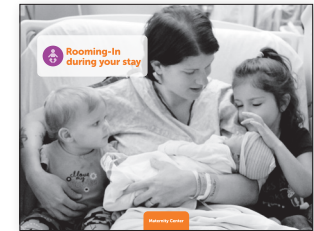
How do you feel about having your baby with you 24/7 while you're at the birthing facility?

MAIN MESSAGE

It's good for you and your baby to stay in the same room throughout your entire stay, unless a medical need requires separation.

POINTS TO COVER

- Rooming-in helps you learn how to care for your baby before you get home. It also helps you learn to respond to your baby's feeding cues and feed right when your baby is ready.
- It also makes bonding easier - smelling you and hearing your voice help to make your baby more secure and comfortable.
- Even the first bath can be done in your room. It is good to delay the first bath until your baby is used to life outside the womb.
- Have you considered who could stay with you at the hospital to help support you? It should be an adult who is a trusted family member or friend. If you ever feel unable to safely care for your infant, ask the staff for help.



i TEACHABLE MOMENT

It is natural for some parents, especially first-time mothers, to have some anxiety about suddenly caring for an infant 24/7. **Assure parents that they can use this time at the birthing facility to learn how to care for their infants**, while nurses are nearby, ready to help and educate as needed.

Encourage parents to be sure to tell a staff member if they feel unable to safely care for their infant.

Help parents learn to **self-advocate** for the practices they know to be beneficial. When they take part in the decisions made about their baby's care, they may feel more confident in their parenting skills when they leave the birthing facility.

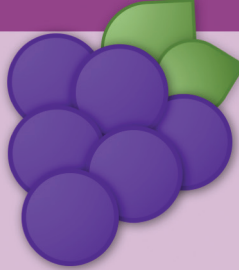
FEEDING "ON CUE" ►

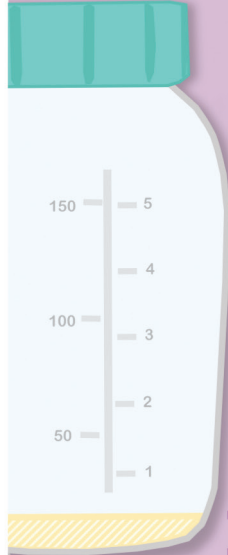
Birthing Facility



Feeding "on cue"

Follow your new baby's lead

DAY
1 
= grape.

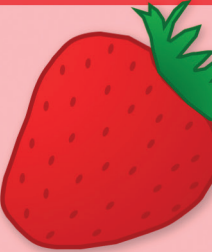


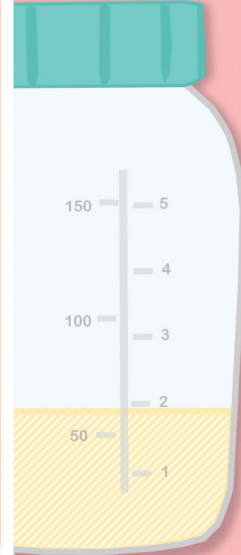
5-7ml

DAY
3 
= cherry tomato.




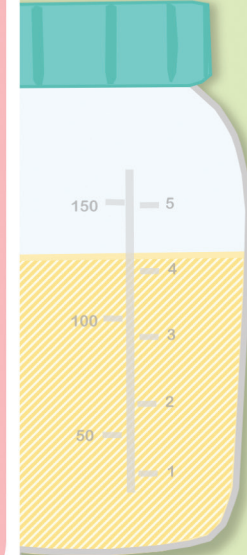
22-27ml

DAY
7 
= strawberry.



45-60ml

MONTH
1 
= lime.



80-150 ml

Birthing Facility

Feeding "on cue"

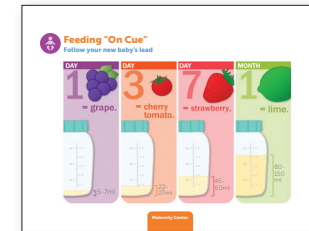
How will your baby tell you when he or she is hungry?

MAIN MESSAGE

Babies communicate with easy-to-recognize signs that tell us when they're hungry or full. Learn your baby's signs to know when to begin and end a feeding: **watch your baby, not the clock!**

POINTS TO COVER

- Let's look at page 9 together for some of the common signs babies show for hunger and fullness. **i** *Refer to the patient booklet.*
- Responding to hunger cues prevents underfeeding your baby. Responding to fullness cues prevents overfeeding.
- Feeding on cue helps your baby feel safe, cared for, content, and satisfied. And, it helps bring in a good milk supply!
- Crying or very fussy babies are disorganized and will have a harder time eating well. Try to calm your upset baby before feeding, or start feeding before your baby becomes upset.



i TEACHABLE MOMENT

Encourage families to **trust the signs they notice in their infants**. Even if their baby just fed less than an hour ago when they shows cues of hunger, it's still okay to feed again. While in the birthing facility, a baby's tummy holds only about a teaspoon full! Frequent and small amounts throughout the day and night are the best way to hydrate and satisfy their newborn. Newborns need to eat a minimum of 8-12 times in a 24-hour period.

Highlight that crying may be thought of as a hunger sign, but it is a very late sign of hunger, so **it's best to watch for and respond to other signs first**. Encourage them to calm crying newborns before trying to feed so they are more organized. They can try cuddling, rocking, talking or humming to their baby, or skin-to-skin contact.

EXCLUSIVE BREASTFEEDING ►

Birthing Facility



Early and exclusive breastfeeding

Your milk and nothing else

Information and Tips

Early and exclusive breastfeeding

How do you feel about giving only your milk and nothing else to your baby?

MAIN MESSAGE

Breastfeeding soon after birth helps you to recover quicker and slows bleeding. Doctors recommend that you feed only human milk for the first 6 months.

POINTS TO COVER

- Exclusive breastfeeding protects your baby from sickness and disease, and helps keep your milk supply up.
- Human milk is the perfect nutrition for your baby. Refer to your healthcare provider for Vitamin D recommendations.
- Did you know that your milk changes to meet your baby's needs that very moment? It is a living food that responds to you and your baby's environment!
- Some parents cannot breastfeed for medical reasons. Some breastfeeding babies may need extra milk for medical reasons. Together, you and your healthcare team will find the best infant feeding plan for your family.



i TEACHABLE MOMENT

Once a person understands what it means to exclusively breastfeed, they may be overwhelmed. Before continuing with the education, **listen to how they feel** about the idea of exclusive human milk feeding for 6 months. Affirm feelings and explain that **any amount of human milk will be beneficial to their baby**. Also, explain that while six months is the recommended goal, personal goals for exclusive breastfeeding may be less than that, like 6 weeks or even 6 days of exclusive breastfeeding.

Support each person individually and help them determine their goals for feeding their milk to their baby. It is important to share these benefits of human milk to each expectant family, even those who plan to formula feed. It is our job as a healthcare team to ensure they have all the information prenatally so that their choices after delivery are well-informed.

BENEFITS OF BREASTFEEDING ►

Information and Tips



Benefits of breastfeeding

For moms AND babies

Information and Tips

Benefits of breastfeeding

As you look at the benefits listed on page 11, which of these surprise you the most?

MAIN MESSAGE

We have learned a lot in recent years about how beneficial breastfeeding is not only for the baby, but also for you.

POINTS TO COVER

- For you, breastfeeding is associated with lower risk of diseases like diabetes and breast and ovarian cancers.
- For babies, human milk is easy to digest and protects them from ear infections and stomach bugs.
- Breastfeeding is convenient and smart - your milk is always warm and ready, and there is nothing to buy or prepare.
- Continuing to provide your milk for at least 2 years and beyond is good for both you and your baby's health.
- Breastfeeding is worthwhile, yet it doesn't come easy for everyone. It is a new skill that will take practice and support.



i TEACHABLE MOMENT

The benefits of breastfeeding extend well beyond the two years of life. Let parents know they may breastfeed as long as both they and their baby desire. Breastmilk continues to provide nutritional and protective benefits to both parent and baby.

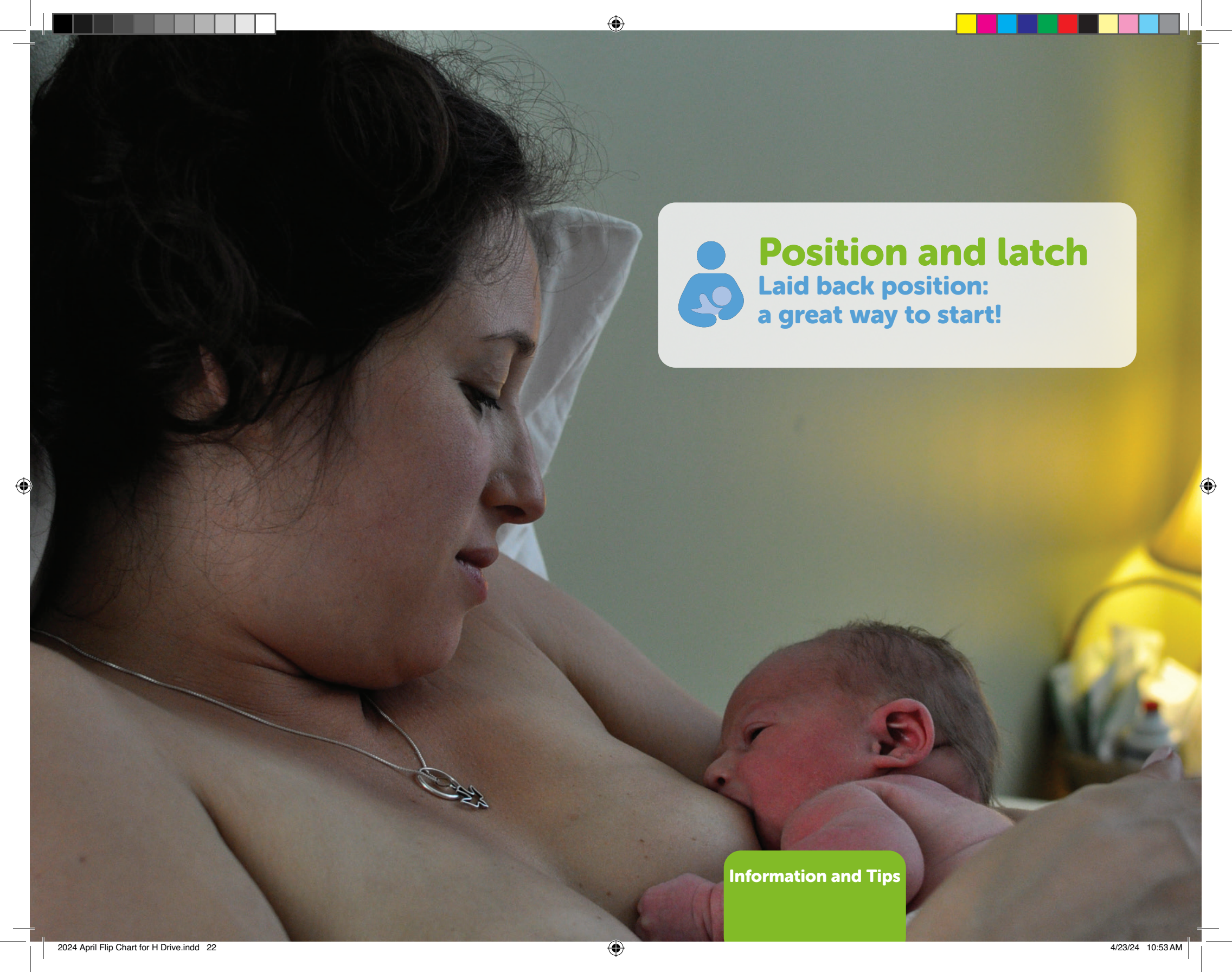
There is no recommended time to stop providing human milk.

Follow-up milks or staged commercial milk formulas marketed for infants 6 months and older are costly and high in sugar. The World Health Organization has published concerns stating that follow-up formulas are unnecessary and unsuitable.

Families should avoid use of these products.

POSITION AND LATCH ►

Information and Tips



Position and latch

Laid back position:
a great way to start!

Information and Tips

Position and latch

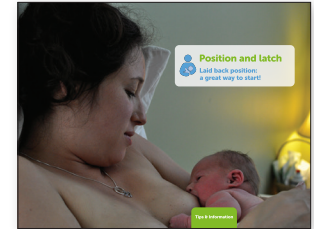
Which position looks good to you?

MAIN MESSAGE

A good position helps your baby get a deep latch, or attachment, which prevents nipple damage and pain. A good latch also helps your baby get more milk.

POINTS TO COVER

- **Laying belly-to-belly** helps facilitate your baby's natural instincts that helps them to initiate breastfeeding.
- Laid-back feeding is when you lean back comfortably, at a slant, and it's a great position to try first. If you use upright positions, be sure to lean back once you've latched your baby.
- **i** Go over each of the other positions pictured on page 12. Point out that page 13 contains tips for latching and getting off to a great start, including instructional videos on hand expression for later use.
- Latching your baby will take practice and patience as you both learn. It is important to be comfortable and relaxed.



i TEACHABLE MOMENT

Breastfeeding discomforts are often alleviated when the mother relaxes and leans back comfortably. When babies are able to feel gravity and weight on their front body, they're able to utilize their instinctive reflexes that help them attach to the breast in a self-organized way.

Emphasize importance of **comfort and patience** as the dyad learns together. It may be worth repeating that breastfeeding is a skill that takes time and support to learn. They will need to be patient with themselves and confident that with every challenging experience, they are learning how to best take care of their baby.

**MAKING AND MAINTAINING
YOUR MILK ►**

Information and Tips



Making and maintaining your milk

Move it or lose it



Information and Tips



Making and maintaining your milk

What have you heard about the process of making milk for your baby?

MAIN MESSAGE

Your first milk (colostrum) is thick and golden. It comes in very small amounts yet is full of nutrients and immunities - just what your baby needs.

POINTS TO COVER

- Your milk will change after a few days into larger amounts of mature milk which has more water content.
- When your baby removes milk from your breast, your brain gets the signal to make more milk. Making milk requires **frequent feedings** (at least 8-12 in 24 hours).
- If you do not remove milk from the breasts, your body will not make more milk, and this can lower your overall potential milk supply. **You've got to move it or lose it.**
- If you are separated from your baby, your nurse can show you how to hand express or pump your milk. There are also video tutorials on page 13 of your booklet.



i TEACHABLE MOMENT

Many people fear they will not have enough milk. Help families **trust in the natural process** of milk production as a supply and demand phenomenon. As a baby suckles in the early hours and days, the colostrum slowly changes to larger amounts of mature milk (usually over the first 3-5 days). This is often referred to as **milk "coming in"**, but this is **misleading** because **breasts are not empty** before this time and have the right amount of nourishment for the baby.

Assure parents that frequent feedings of colostrum are the perfect way to nourish and hydrate a baby. Colostrum will mature to larger quantities with more water content to meet the hydration needs of the baby. Some babies may need extra milk for medical reasons. Introducing formula can decrease milk supply due to the missed breast stimulation and milk removal.

SIGNS YOUR BABY IS GETTING ENOUGH MILK ►

Information and Tips



Signs your baby is getting enough milk



Information and Tips



Signs your baby is getting enough milk

What are some things you might look for to know that your baby is getting enough milk?

MAIN MESSAGE

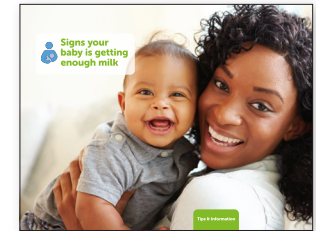
There is no need to measure how much milk your baby eats. Keeping track of wet and dirty diapers and weight gain tells you they are getting enough.

POINTS TO COVER

- It is common for babies to lose weight in the first week of life, but they should regain it by 10-14 days of life.

Good signs to watch for include:

- A deep latch that feels like a comfortable tug
- Steady sucking and swallowing with the whole jaw moving (with short pauses)
- A content and more relaxed baby after a feeding
- Breasts feel softer and lighter after a feeding
- A gradual change in your baby's poop from greenish black to a lighter color is a good sign (**stools should be pale yellow, soft and seedy by the end of the first week if feeding only breastmilk**).



i TEACHABLE MOMENT

*The perception of insufficient milk is the #1 reason that parents stop breastfeeding. It is a normal concern, but it is often unnecessary. Paying attention to the signs listed in the booklet will help parents evaluate feedings and **prevent unnecessary supplementation or anxiety about low milk supply**. That said, a parent's concerns should be validated, and if they are not confident their baby is getting enough, they should make an appointment with their provider for evaluation.*

*Refer families to page 15 for additional signs to look for, including those that indicate they should get some help. Many families don't realize that babies typically lose weight in the first week of life but should regain their birth weight by 10-14 days of life. **Encourage them to keep their Ready Set Baby booklet to refer to after delivery.***

REVIEWING WHAT WE'VE LEARNED ▶

Information and Tips



A B C **Let's review what we've learned**
These maternity practices matter. Why?



Let's Review



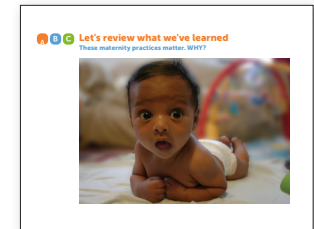
Reviewing what we've learned

MAIN MESSAGE

We've gone over a lot of information. Let's review what we've learned by brainstorming reasons why these practices are so important.

POINTS TO COVER

- Let's take a look together at the list on page 16 in your booklet.
- i** *Draw attention to the questions about the sections you have covered thus far - it may not be all of these if you have split up the education. Once they see page 16, try a question/answer game.*
- Let's try it without looking at the booklet first, and then we'll review the questions again together. Why is it important to ... [stay healthy, practice skin-to-skin, room-in 24/7, feed on-cue, breastfeed, feed only breastmilk, get a good latch]?
- i** *Watch for any confusion and allow time for parents to clarify any questions they may have about the reasons why to do these beneficial practices.*



i TEACHABLE MOMENT

*Reviewing what you've already gone over helps the information to sink in and stay with them after they leave. **This section is a great place to tailor your education to individual families.** Use the knowledge you have gained about what this family knows and is comfortable with to decide which topics to focus the review on. Where do they need extra support and encouragement? Focus there. Did they have concerns or questions about one of the topics? Include a review of that topic here.*

THE FIRST FEW WEEKS AT HOME ►

Let's Review



The first few weeks
Changes for the whole family

Home with Baby

The first few weeks

What plans have you made for help after delivery?

MAIN MESSAGE

Responding to your new baby's needs can be challenging in the beginning. Be patient with yourself during this time. It does get easier!

POINTS TO COVER

- Plan to nest in with your family after getting home and limit visitors and phone calls. Give yourself permission to take care of yourself and your baby and do little else if you can.
- Taking good care of yourself will help you take good care of your baby. Be sure you get plenty of fluids, foods, and rest.
- Create a network of support BEFORE your baby is born.
What friends, neighbors, or family can you ask to help?
- Be mindful of your mood. Some change in mood is normal, but you should ask for help if you experience unusual sadness, worry, intrusive thoughts, anxiety or depression.



i TEACHABLE MOMENT

New parents do better with support after birth.

Talk through personal situations and encourage families to create a network of support. Neighbors, coworkers, friends, or family may want to lend a helping hand or have recent experience with newborns. Someone could organize daily meal drop-offs, child care for older children, or transportation rides to appointments if necessary. Any family staying with them should be asked to help with household chores to allow the new mother to rest and recuperate.

Mental health during pregnancy and postpartum should not be overlooked. About 15-20% of postpartum parents experience significant depression or anxiety during this time. **Encourage them to be mindful of their mood and to seek help for unusual symptoms.** They are not alone and with the support of their provider, they can recover and feel well again. Point out the specific resources listed in their booklet on page 17 and 22.

PREPARING FOR OTHER CAREGIVERS ►

Home with Baby



Preparing for other caregivers

Going back to work
or school

Home with Baby

Preparing for other caregivers

What is your plan for when you go back to work/school?

MAIN MESSAGE

Many parents continue to feed only breastmilk to their babies, even after returning to work or school. Planning ahead will help make things go smoothly.

POINTS TO COVER

- You'll want to nurse as much as possible while you are with your baby, and pump your milk into a storage container for later use while separated from your baby.
- Pumping while you are away will help you continue to produce enough milk for your baby, and will provide the milk for feedings by other caregivers.
- Many employers provide lactation rooms or a space for parents to use, and many insurance providers reimburse the cost of a personal breast pump.
- Continuing to provide breastmilk will mean less sick days for you (because your baby will be sick less often).



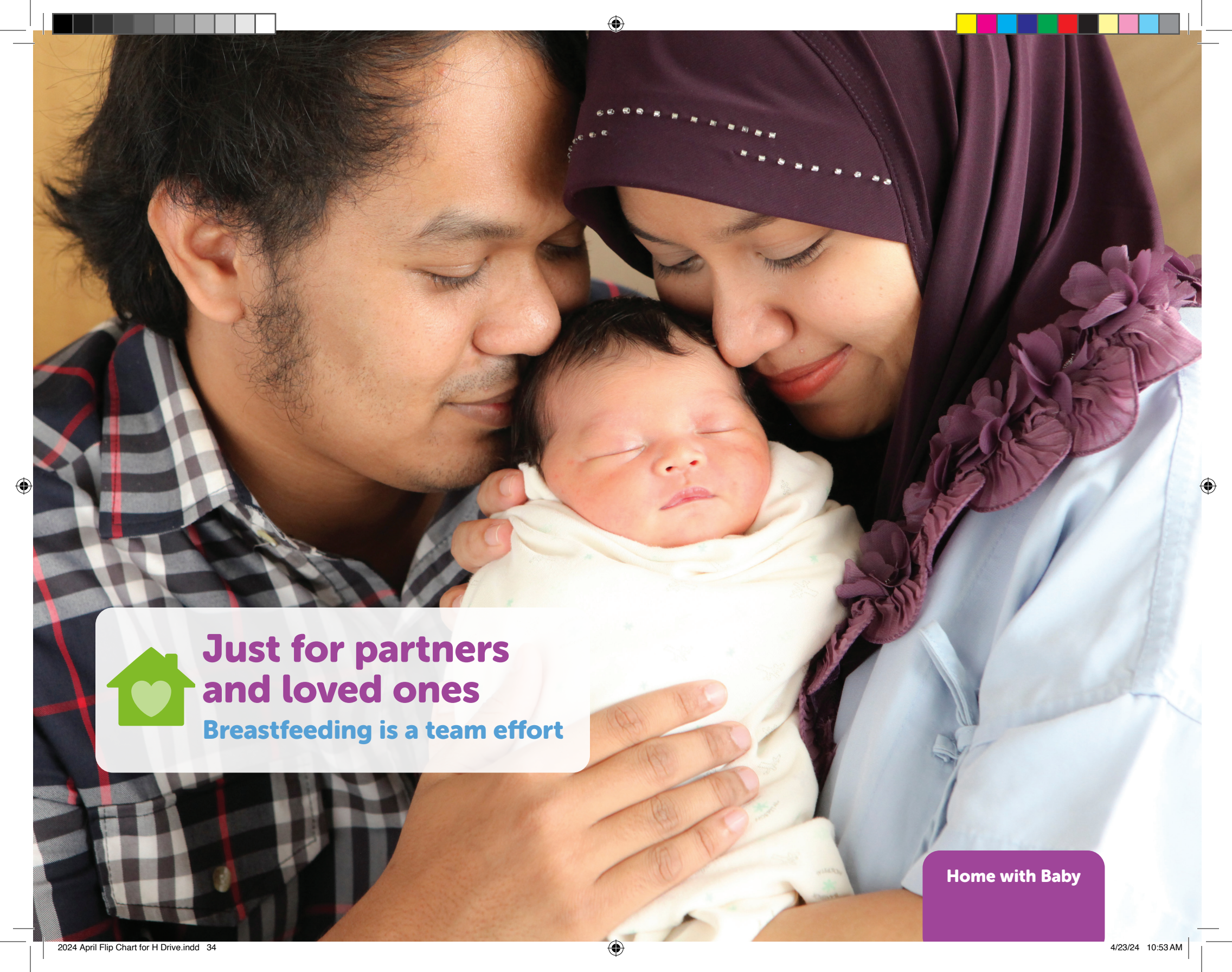
i TEACHABLE MOMENT

Planning ahead can help this difficult transition go as smooth as possible for new families. It is vital that they talk to their supervisor and/or human resource office about their plans for continuing to provide breastmilk after they have taken available leave. If a lactation room isn't already available, arrangements can be made to create one before they will need to use it.

Empower them with the knowledge that by continuing to breastfeed, they are less likely to miss days from work since their baby is less likely to get sick. There are resources listed in the booklet that they can provide to their employer that explain the laws and the rationale for supporting breastfeeding families at work.

**JUST FOR PARTNERS
AND LOVED ONES ►**

Home with Baby



**Just for partners
and loved ones**
Breastfeeding is a team effort

Home with Baby

Just for partners and loved ones

How do your loved ones feel about breastfeeding?

MAIN MESSAGE

Your loved ones will want to help out after delivery. Tell them ahead of time how to best help out in a way that supports you and your baby to breastfeed.

POINTS TO COVER

- It is important to help partners and family feel included in newborn care. Share with them the information in your booklet, especially page 19 that is written just for them.
- They can do other things to get to know your newborn like practicing skin-to-skin contact, giving baths, holding the baby in a baby-carrier, and learning infant massage.
- Encourage them to **learn** about breastfeeding, **support** you in your efforts, and **provide** comfort to you as you all adjust to the new baby.



i TEACHABLE MOMENT

It's important that partners and other loved ones know that **breastfeeding is a team effort** and that their support is a crucial component to meeting the family's breastfeeding goals. **The best support allows the new couplet to learn breastfeeding together, and helps recognize when help is needed, including mental health help.** Partners or loved ones who are eager to feed the newborn can be encouraged to wait until breastfeeding is going well.

Read aloud the case study on page 19 of a father who wanted their partner to formula feed because they wanted to help with feeding. Once the dad realized the health benefits of breastfeeding, they decided to devote themselves to other ways of bonding with the new baby, while supporting their spouse to breastfeed.

COMMON CONCERNS ABOUT YOUR NEWBORN ►

Home with Baby



Common concerns after you are home

Home with Baby



Common concerns after you are home

MAIN MESSAGE

Sometimes parents have concerns in the first week or two. Some of the most common concerns are addressed in the booklet. You can read them now and refer to them again once you are home with your baby.

POINTS TO COVER

- Let's take a look together at the list on page 20 in your booklet. **i** *Allow time for review and discussion.*
- Have you considered any of these already?
- Anytime you have concerns about your baby's health or well being, contact your healthcare provider.
- You may not have any of these concerns, yet it is important to know that **many breastfeeding problems are short-lived** with the proper support!



i TEACHABLE MOMENT

*Self-confidence plays a key role in a person's ability to meet their breastfeeding goals. Encourage them to take advantage of available support if they run into difficulties. **Many early breastfeeding problems can be resolved with proper support** so parents can achieve their personal infant feeding goals. It's important that families are empowered to seek help early when they are having concerns.*

Encourage parents to trust their instincts. *If something doesn't seem right or normal, they should seek help immediately. It is better to have sought help and not end up needing it, than to wait too long to seek help, and put the health of themselves or their baby at risk.*

RESOURCES FOR HELP ►

Home with Baby



Resources for support

Nationwide help at your fingertips

Home with Baby

Resources for support

What kinds of resources have you discovered in your community?



MAIN MESSAGE

There are many groups and organizations that exist to provide new parents confidential support when they need it most. Many birthing facilities have clinics to help with lactation, and your local health department is a great resource for information and help. You are not alone.

POINTS TO COVER

- Your booklet lists national resources, such as toll-free hotlines for mood disorders, depression and domestic violence.
- There are also a lot of lactation-related resources available online.
- Many people find it very helpful to meet with other new parents in their community after birth – **do you think it might be nice to share your story and hear stories from other families?**

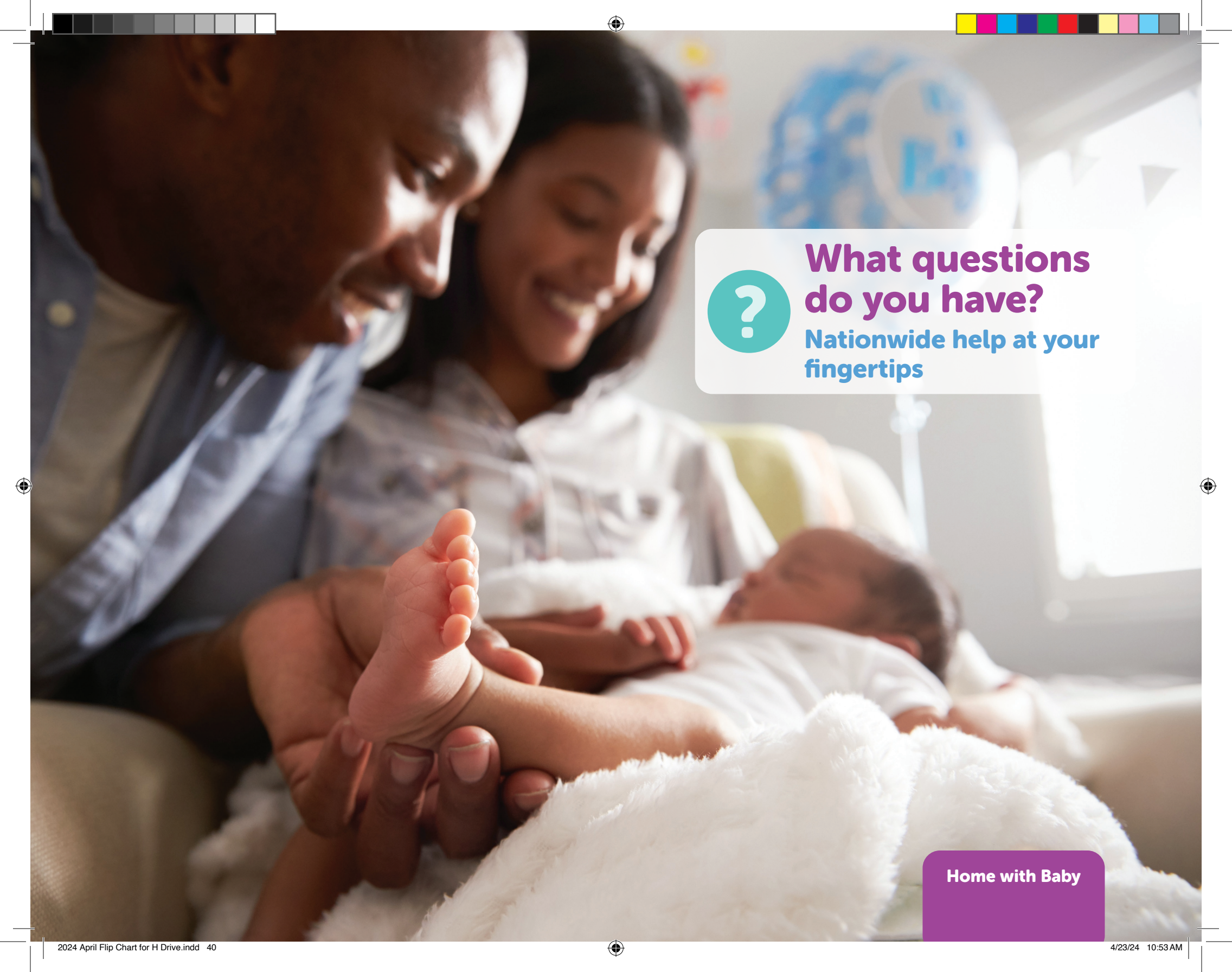
i TEACHABLE MOMENT

Modern society is missing the support that the “village” lifestyle provided to new families. Many parents feel alone with many unanswered questions during the early days and weeks of a new baby’s life. Help them realize the importance of seeking out support in their community and asking for help when they need it.

Share any local resources with them, and encourage them to ask their nurse at the birthing facility for a list of local resources to support postpartum families .

QUESTIONS? ►

Home with Baby



What questions do you have?

Nationwide help at your fingertips

Home with Baby

Photo credits

Cover Slides

With thanks to Annie Oumarou

Staying Healthy

Shutterstock.com | wavebreakmedia

What have your heard about infant feeding?

Shutterstock.com | VGstockstudio

Your labor and delivery

Istock.com | RyanJLane

Skin-to-Skin contact

With thanks to Annemie Tonken; Shutterstock.com | In The Light Photography;
Shutterstock.com | Flashon Studio

Rooming-In

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

Feeding On Cue

Istock.com | mrossbach

Early and exclusive breastfeeding

With thanks to the Texas Department of State Health Services

Benefits of breastfeeding

Shutterstock.com | Lifebrary

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

Shutterstock.com | Todsaporn Wattanasupinyo

Signs your baby is getting enough milk

Shutterstock.com | Monkey Business Images

Let's review what we've learned

With thanks to Annie Oumarou

The first few weeks

Shutterstock.com | Monkey Business Images

Preparing for other caregivers

Shutterstock.com | George Rudy

Just for partners and loved ones

Istock.com | Asada Nami

Common concerns after you are home

Shutterstock.com | paulaphoto

Resources for support

Shutterstock.com | A3pfamily

Questions?

Shutterstock.com | Monkey Business Images

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.

These materials were developed by the Carolina Global Breastfeeding Institute with collaboration from students in the Mary Rose Tully Training Initiative and lactation consultants at N.C. Women's Hospital.

Design: nancyframedesign.com

Version 3.English April 2018; updated Feb 2021, April 2024

CAROLINA
GLOBAL
BREASTFEEDING
INSTITUTE