

# Ready, Set, **Baby**

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



# What's inside this guide

## Staying healthy during pregnancy and beyond

03 Healthy eating / Food safety / Exercise and weight gain

## What have you heard about infant feeding?

04 Find out the facts!

## Preparing for your birthing facility stay

06 Your labor and delivery

07 Skin-to-skin contact

08 Rooming-in / Baby's first bath

09 Feeding on cue / Hunger cues / Fullness cues / Newborn tummies are very small

## Breastfeeding information and tips

10 Early and exclusive breastfeeding: your milk and nothing else

11 Breastfeeding of breastfeeding / Continued breastfeeding

12 Position and latch

13 Helpful tips

14 Making and maintaining your milk / Move it or lose it

15 Signs your baby is getting enough milk / When to call your baby's provider

## Let's review: Why do these practices?

16 Staying healthy during pregnancy / Skin-to-skin, Rooming-in, Feed on cue, Breastfeed, Give only breastmilk, Get a good latch

## Back home with your new baby

17 The first few weeks / Mental health in pregnancy and postpartum

18 Preparing for other caregivers

19 Just for partners and loved ones

20 Common concerns

22 Resources for support

continued ...

This educational resource is intended for all pregnant individuals and their family members who will be caring for them and their newborns. It is designed to provide prenatal breastfeeding education for the people living in the United States of America.

In this resource, we use the language and terminology that is consistent with the WHO and UNICEF's Baby-Friendly Hospital Initiative. However, we acknowledge that this language may not reflect the diversity of gender identity, family structure, and cultures of all people who may use this resource. We encourage facilitators of Ready, Set, Baby to adapt it with inclusive language and terminology that reflects the lived experience of individuals who participate in this education.

2 A guide to welcoming your new family member



# Staying healthy during pregnancy and beyond

## Healthy eating

Eat a balanced diet with a variety of foods when you are pregnant or nursing/pumping.

- Fill half of your plate with fruits and vegetables
- Choose high-fiber whole grains, like oatmeal, whole wheat bread products, or brown rice
- Choose heart-healthy dairy products, like low-fat milk, yogurt, or mozzarella cheese
- Select lean protein sources, like low-mercury seafood, poultry, eggs, beans, nuts, and seeds
- Stay hydrated by drinking water and other unsweetened beverages.
- If you are on a special diet, continue to follow the recommendations of your provider
- If you have concerns about your diet, ask your provider for a referral to a registered dietitian nutritionist

## Food safety

- Wash your hands and cooking surfaces with water and soap before preparing any foods
- Wash fruits and vegetables thoroughly before eating or processing
- Avoid cold deli meats and unpasteurized soft cheeses as they may harbor listeria, a bacteria that is dangerous to pregnant women
- Avoid raw or undercooked foods (meats, eggs, fish)

- Tell your provider if you have cravings for non-food items like starch, clay, dirt, cardboard, or ice
- Limit your intake of large fish to avoid ingesting mercury
  - Avoid tile fish, shark, swordfish, and king mackerel; limit albacore (solid white) tuna
  - Opt instead for 8-12 oz/week of salmon, trout, sardines, anchovies, or herring

Take a daily prenatal vitamin with iron and folic acid in addition to eating healthy.

## Exercise and weight gain

- If your provider says it's okay to exercise, aim for at least 30 min/day (moderate intensity)
- Avoid sports or activities with high risk of falling or collision with others
- Ask your provider how much weight you should gain during pregnancy





# What have you heard about infant feeding?

Each of us have unique opinions about 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 to help you make choices that are best for your family. Together, we can help you meet your own personal infant feeding goals.

## Find out the facts!

### Most infants receive human milk.

At least 83% of all infants in the United States start out receiving human milk. Breastfeeding is the norm in the United States.

### Breastfeeding should not be painful.

There may be discomfort at first, but it should be minimal and should go away in the first week or so. Pain that is severe should be assessed by your healthcare provider or a lactation consultant.

### Breast sizes and nipple shapes don't matter.

Small breasts can produce a full milk supply, and babies can breastfeed fine on large breasts. Babies can latch onto many types of breast nipples. If you have an uncommon breast shape, widely spaced breasts, history of breast surgery, or are concerned about your breast tissue or nipples, contact your healthcare provider or a lactation consultant for an evaluation.

### Nursing is not always easy at first.

Breastfeeding is a new skill, and it takes practice and support. Be patient with yourself and your baby as you both learn how to make it work. Get support from friends, family, and your healthcare team. Remember to take it day by day. It gets MUCH easier after the first days and weeks!

### Newborns MUST feed at night.

Newborns do not know the difference between night and day. They are growing rapidly, and need the frequent, easily-digested feedings that your milk provides.

### Your milk contains hundreds of nutrients that scientists are only beginning to discover.

Breastmilk is a living, constantly changing food that provides everything your baby needs to grow and be healthy. The living parts of your milk are unique to you.

### Some people cannot breastfeed for medical reasons or have difficulty with milk supply.

While most families are able to breastfeed successfully, there are certain medical conditions in which breastfeeding is not recommended. In addition, some breastfeeding babies may need extra milk for medical reasons

if they cannot get enough from your milk supply. Together, you and your medical team can form the best infant feeding plan for your family.

### **Bottles work differently than breasts.**

Infants use their tongue, jaw, and face muscles to get milk from your body. This helps their mouth and face grow and develop. Bottle nipples have a different shape and may have a faster flow. Babies are more likely to gag or overfeed when using a bottle. If you need to use a bottle, please learn about safe bottle feeding from a healthcare provider first.

### **You CAN breastfeed in public and you CAN go back to work or school while continuing to provide your milk to your baby.**

Rest assured, you have the legal right to breastfeed in public in the most of the United States.

Many mothers successfully use pumps or their hands to express their milk for others to feed when they are away from their infants. Talk to your supervisor about your plans ahead of time and get support from available resources.



### **You CAN breastfeed, even if you smoke, vape, or take medications.**

Many medications are considered safe to use during lactation, but not all. Your healthcare provider can help determine if your medications or habits are safe. Secondhand smoke and vape smoke

can increase your baby's risks for many health problems, and chemicals in cigarettes and vapes do pass through human milk. If you are going to smoke or vape, it is still better to breastfeed than not to breastfeed.

*Ready to quit? Call  
1-800-Quit-Now*

Talk to your healthcare provider for help.



# Preparing for your birthing facility stay

## Your labor and delivery

### Did you know?

A doula is someone who provides continuous support during labor, delivery, and after delivery. Many communities have doula services at free or reduced costs. Ask about local resources or refer to p. 22.

### Pain relief

Talk to your healthcare provider about your options for pain relief during labor. Knowing the benefits and concerns for each option ahead of time will help your decisions be well-informed during your labor and delivery.

There are many ways to help cope with the pain of labor that do not involve medication.

### To reduce the discomforts of early labor, try:

- Deep breathing, focusing on pleasant things
- Movement and walking
- Massage and relaxation
- Heating pads or cold compresses
- Continuous support from someone you trust

Many find it easier to cope with early labor at home.

Follow the guidance of your provider about when to come into the birthing facility.





## Skin-to-skin contact

### Keep your baby warm and secure

Your baby should be placed skin-to-skin with you right at the time of birth.

Some birthing facilities practice skin-to-skin after C-sections in the operating room.



The cream (vernix) on newborns' skin is good for them - it protects their skin from infection and helps keep them warm. It is completely normal to place the baby skin-to-skin with the cream visible.

Most babies are ready to breastfeed within the first hour.

Continue to hold your baby skin-to-skin frequently during the first weeks. It's great for partners to be skin-to-skin, too.

*Make sure you can always see your baby's face to look for good color and normal breathing.*



### Benefits of skin-to-skin

Keeps your baby warm

Easier to bond and breastfeed

Helps calm your baby

Easier adjustment to life outside the womb for your baby

Keeps your baby's blood sugar levels high

Helps steady baby's breathing



## Rooming-in

### Did you know?

Your baby takes comfort when you are close by. Your smell and voice are calming to your baby.

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

Think about a trusted adult who can stay with you in your room at all times to help support you as you learn to care for your newborn.

If you feel unable to safely care for your infant, ask the staff for help.

## Baby's first bath

The bath can be done right in your room. It is good to delay it until your baby is used to their new life outside the womb.



### Benefits of rooming-in

Easier to learn your baby's feeding cues

Easier to feed any time your baby is hungry

Easier to bond and get to know each other

Helps you learn to care for your baby

Encourages milk production

More rest and sleep for you

Less crying for your baby





## Feeding "on cue"

### Follow your new baby's lead

Responding to your baby's cues helps them feel safe and cared for, as well as satisfied and content. Babies know what they need. Listening to them helps prevent under- or overfeeding.

*"I'm hungry!"*

*Example of a baby bringing their hand to their mouth.*

**Watch your baby, not the clock!**

## Hunger cues

### Signs that your baby is ready to eat

- Fluttering eyes / waking from sleep
- Nuzzling into the breast
- Rooting (opens mouth and turns head)
- Bringing hand to mouth
- Sucking on tongue or hand
- Tight fists held at center of chest
- Crying - If you wait until your baby cries to feed, they may be too upset to eat. If this is the case, calm your baby first by gently rocking them side to side, or try skin-to-skin contact.

## Fullness cues

### Signs that your baby is full

- Eating slows down
- Turns face away
- Relaxed arms, falling away from body
- Stops sucking
- Falls asleep

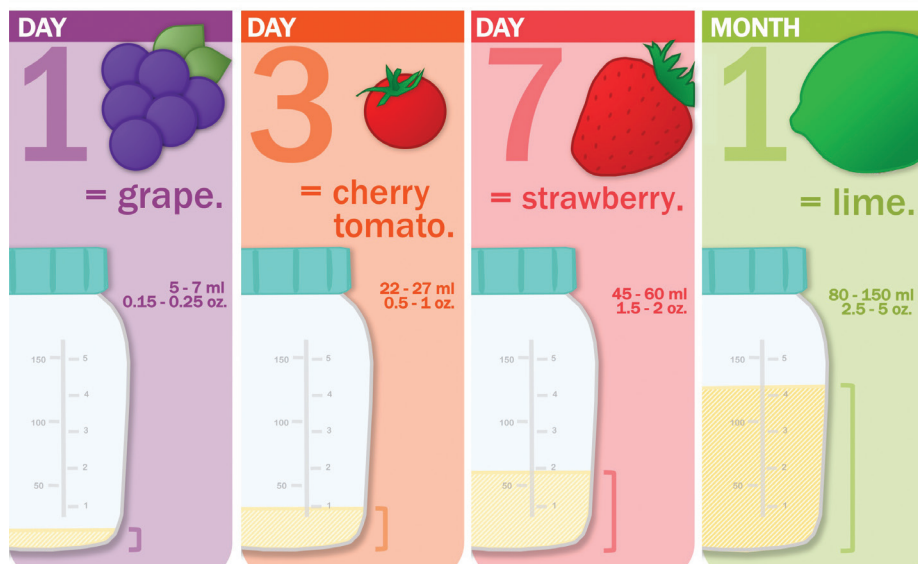
## Pacifiers

Pacifiers can hide cues that your newborn baby is ready to eat. Avoid using pacifiers until breastfeeding is going well for you and your baby.

Birthing Facility

## Newborn tummies are very small

In the beginning, there may be times when your baby eats a little bit nearly all the time. This is normal, especially on day 2 of life and during growth spurts. The frequent feeding helps bring in a good milk supply for you. Newborns need to eat a *minimum* of 8 times in 24 hours.





## Breastfeeding information and tips

### Did you know?

Babies do *not* need water when it is hot outside. Human milk provides all the hydration your baby needs.

### Early and exclusive breastfeeding: your milk and nothing else

#### Early breastfeeding starting within an hour of your baby's birth:

- Helps contract the uterus and slow bleeding (important for your recovery)
- Provides nutrition for your baby and antibodies to fight infections

Exclusive breastfeeding means your baby gets all their food and drink from breastfeeding. It is recommended that your baby receives only your milk for the first

6 months. Talk with your healthcare team about your individual needs and goals.

#### No other liquids or solids until 6 months:

- Builds a healthy milk supply and keeps it up
- Protects your baby from sickness and disease

Your milk has everything your baby needs to grow strong and healthy. And it changes according to what your baby needs!



## Benefits of breastfeeding

### For you

- Convenient - always warm and ready
- Smart - nothing to buy or prepare
- Protection - lactation is linked with a lower risk of disease for breast and ovarian cancers, and type 2 diabetes
- Helps your body recover after delivery by contracting the uterus and slowing bleeding
- Increases time before next pregnancy

### These conditions are less common in babies who are breastfed

- Ear infections
- Diarrhea
- Pneumonia
- Diabetes
- Sudden infant death syndrome
- Stomach infections
- Overweight and obesity
- Childhood cancers
- Heart disease

### For your baby

- Early milk (colostrum) is the perfect first food
- Provides antibodies to help fight off diseases
- Easy to digest = less cramping and gas



### Did you know?

Babies who are breastfed have a lower chance of death from sudden infant death syndrome (SIDS).

Avoid "follow-up" and "weaning" commercial milk formulas marketed for babies aged 6 months and older. These are costly, high in sugar, and not necessary.

Information and Tips

### Continued breastfeeding

Begin offering other foods to your baby after a full breastfeed when your baby is 6 months old. All leading health organizations across the globe recommend continued breastfeeding for 2 years and beyond, as long as you and your baby desire. Continued breastfeeding is beneficial for your baby's growth and development, and for protection from diseases for both of you.

## Position and latch

### Finding your fit

Practice makes perfect!  
Find the positions that work for you.  
A good latch helps prevent nipple pain  
and helps your baby remove milk.  
Be sure you're comfortable.



### Getting started: Leaning Back

Laying belly-to-belly with your baby is the most natural thing to do immediately after birth. When your baby shows signs of trying to find the breast, support this search. They will nuzzle up and attach to the breast.

Breastfeeding while leaning back comfortably goes along with your baby's natural instincts.



**Leaning Back**

### Other positions



**Cross-Cradle Hold**



**Football Hold**



**Cradle Hold\***  
(commonly used  
after the first few weeks)

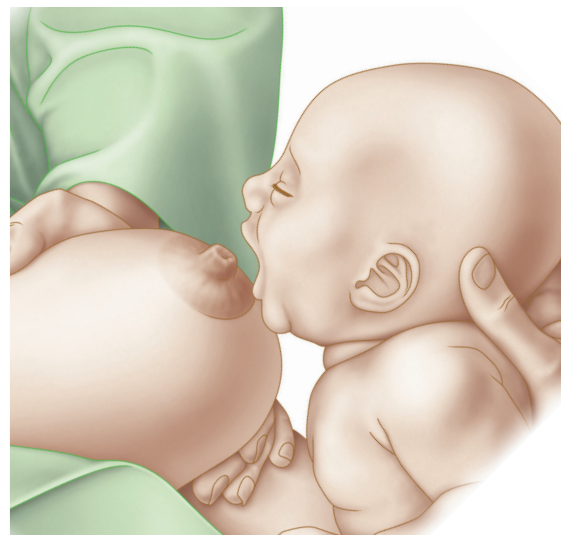


**Side-Lying**

## Helpful tips

### Tips for latching your baby in any position

- Support baby's neck
- Avoid holding the back of the head - allow movement as needed
- Baby's ear, shoulder, and hips should be in a straight line
- When your baby opens wide, help them onto your nipple
- Lean back and relax if you are hunched over
- Baby's chin should hit breast first
- Make sure the nipple is deep in your baby's mouth
- Baby's nose may touch the breast during a deep latch



### Tips for getting off to a great start

- Breastfeed as soon as possible after birth
- Nurse often - as often as you see signs of hunger (this should be at *least* 8 times in 24 hours)
- Avoid giving pacifiers or bottles until breastfeeding is going well
- Ask for support from your nurse or a lactation consultant
- Watch your baby - not the clock - to know when to feed
- Massaging and gently compressing all over the breast while feeding helps the milk to flow and keeps the baby feeding



### Learn hand expression - ask for help

- Hand expression is a technique to express milk from your breasts to feed to your baby or store for later
- The amount will be just drops in the beginning and increase as you have more milk supply
- You can also express a drop onto your nipple for your baby to smell and taste before feeding
- Hand expression can increase your milk supply and encourage your mature milk to come in faster

Online hand expression resources may be helpful:

<http://bit.ly/ExpressionVideo>

<http://bit.ly/ExpressionVideo2>



## Making and maintaining your milk

Your first milk (colostrum) is thick and golden. Early milk comes in very small amounts – yet is full of nutrients and proteins that boost your baby’s immune system.

Your milk will change over the first 3-5 days into larger amounts of mature milk, which has more water to satisfy your baby’s thirst.

When the amount of milk increases, it is often referred to as your milk “coming in.” This is misleading because you do have milk for your baby prior to that, it is just smaller amounts of colostrum.

### Did you know?

Introducing commercial milk formula can decrease your milk supply because you are skipping a nursing session each time you use these products.

## Move it or lose it

- Making a full supply of milk requires frequent removal of milk from your body
- If milk is *not* removed from your body, your brain doesn’t get the message to make more milk
- You can use gentle massage with hand expression and/or pumping to remove milk (and keep making milk) if you are separated from your baby



### Tonya’s Story

At first, Tonya didn’t want to breastfeed because she had heard it could hurt. But with all the health benefits for her baby and herself, she decided to try. After her baby was born, she did try, and just as she expected, it did hurt her nipples a bit. Her lactation consultant and peer counselor helped to find the source of the pain and make changes to reduce the discomfort. This helped, but then a few days postpartum she felt pain in both breasts. Again, she got help from a skilled support person, and was able to stick with it. In a couple of weeks all the discomforts were gone and never came back. Tonya is still breastfeeding at a year out and is very happy she continued – the discomfort in the beginning was worth it!

## Signs your baby is getting enough milk

- Your baby is deeply attached and you are comfortable while feeding
- Your baby breastfeeds with steady sucking and swallowing
- Your breasts soften during a feeding
- Your baby is content after a feeding
- Your baby's pees and poops are consistent with the information given to you at the birthing facility
- Your baby's stools change from greenish-black to pale yellow, soft, and seedy looking over the first week (when you are feeding only human milk)
- Your baby's weight is normal and healthy, according to a lactation or other healthcare professional



It is common for babies to lose weight in the first week of life. They should regain their birth weight by 10–14 days of life.

## When to call your baby's provider

- Your baby eats less than 8 times in 24 hours
- Your baby is too sleepy to wake for feeds
- Feeding your baby is painful
- Your baby never seems satisfied
- Feedings last longer than one hour
- Your chest area is hard, tight, and painful (engorged)
- Your baby has problems latching or staying attached

- Your baby has not regained their birth weight by 2 weeks of age
- You are not confident your baby is feeding well



# A B C

## Let's review: Why do these practices?

### Stay healthy during pregnancy

- Helps baby grow and develop
- Protects baby from birth defects
- Helps you feel good

### Skin-to-skin

- Keeps your baby warm and secure
- Helps to keep baby's blood sugar up and breathing steady
- Easier to bond and breastfeed
- Helps to calm your baby

### Room-in 24/7 at the birthing facility

- Easier to learn your baby's feeding cues
- Easier to bond and get to know each other
- Helps you to learn to care for your baby
- Encourages milk production



### Feed on cue

- Helps bring in a good milk supply
- Prevents under- or overfeeding
- Helps baby feel safe and cared for
- Helps baby feel content and satisfied

### Breastfeed

- Provides antibodies to fight infections
- Provides the perfect nutrition
- Protects mothers from diseases
- Helps to slow postpartum bleeding
- Easy for baby to digest

### Give only breastmilk

- Keeps your milk supply up
- Protects baby from sickness and disease

### Get a good latch

- Prevents nipple pain or damage
- Helps baby get more milk
- Improves milk supply





## Back home with your new baby



### The first few weeks

#### Changes for the whole family

Plan to nest in with your family after getting home.

Be sure you get plenty of fluids, foods, and rest.

#### Build your village

Set up a network of support *before* your baby is born that can help you when you get home (consider your neighbors, coworkers, friends, and family).

Ask someone you know to organize frequent delivery of meals for your family.

Tell family that you will need to rest as much as you can and that you will need help with household chores, such as laundry and cleaning.

Give yourself permission take care of yourself and your baby. Put other responsibilities aside.

Limit visitors and phone calls.

Consider setting up play dates or child care for your other children.

Arrange rides for your appointments or other errands ahead of time.

Find out where and when postpartum support groups meet in your area.

Responding to your new baby's needs can be challenging. Be patient with yourself.

#### Sad or worried?

You are not alone. Talk to your healthcare provider right away if you feel excessive anxiety or anger, intrusive thoughts, inability to sleep, poor appetite, or intentions of harm.

*Seek help early, don't wait!* Call or text the National Maternal Health Hotline 24/7 at 1-833-TLC-MAMA (1-833-852-6262) for support in multiple languages.



#### Mental health in pregnancy and postpartum

Many women may feel mild changes in their mood after giving birth. About 15-20% of women experience significant depression or anxiety with symptoms that generally last more than 2 weeks while pregnant or up to a year postpartum. If you are suffering, know that you are not alone, and you are not to blame. With help, you will get better. Talk to your healthcare provider. You may also need to seek extra support with meeting your infant's care needs and your own health needs. Postpartum Support International has helpful information, online groups and a call or text helpline (see page 22).



# Preparing for other caregivers

## Going back to work or school

### Talk to your supervisor about your postpartum plans

Learn about and take advantage of all available leave.

Tell your boss or advisor you will continue breastfeeding after coming back to work or school.

Remind them that a breastfed baby is less likely to get sick, so you will not miss as many days.

Find out if you can bring your baby to work or school, or if there is child care at your location.

A little planning goes a long way!



### Locate a lactation room to use

Your supervisor can help to designate a space if there isn't one. It should have a comfortable chair, an electrical outlet, and a private door (*not* a bathroom). Nearly all employers are required by law to provide lactation break time and a space for you to pump.

Open the QR code to learn what supports are required.

### Arrange use of a pump

Inquire with your health insurance provider about your eligibility for a personal electric breast pump.

Your birthing facility, employer, or local WIC office may have pumps for rent. Manual pumps are also available.

### Choosing child care

Look for a child care center close by so that you may visit your baby during the day to feed them.

Find a care provider that supports breastfeeding and is familiar with storing and feeding human milk.

### Practice expressing, storing, and feeding your milk

Begin expressing and bottle feeding your milk after breastfeeding is well established. Start practicing a few weeks before you plan to return to work or school.

If using a pump, make sure it fits well - it should not cause pain. The plastic attachments come in several sizes.

Collect your milk, date it, and store it in the back of the freezer in small amounts (approximately 2 oz. per container).

Practice having another caregiver feed your milk at a slow pace so that your baby can show signs of fullness.



# Just for partners and loved ones

## Breastfeeding is a team effort - how can you help?

### Learn about lactation

Ask to be included in discussions with healthcare providers about breastfeeding. This should start before the baby is born.

Attend a lactation class with your partner.

Locate a support group for families in your area.

### Provide support

Limit the number of visitors in the first weeks of the baby's life. Mothers may feel overwhelmed and will appreciate private time to adjust to the new baby.

Help with household chores such as food preparation, trash disposal, and cleaning.

Support your loved one's feeding goals and help them get support if they are having trouble.

Ask how they're doing. Keep an eye out for significant mood changes or unusual behavior (refer to page 17).

### Provide comfort

Make sure your partner is comfortable while breastfeeding and has had plenty to eat and drink. Provide a tray of snacks and water that they can easily reach.

Talk, sing, and hum to the new baby in a soft calm voice. Use eye contact.

Bond with the baby by giving baths, practicing skin-to-skin contact, wearing the baby in a baby carrier, reading books to the baby, and learning techniques to gently massage the baby.



See Resources on page 22 for help.

### Kevin's Story

A first-time parent, Kevin was excited to take care of his newborn baby. He thought giving his baby a bottle would give his partner a rest from breastfeeding and help his baby get to know him. While he wanted to support his partner, he learned that giving newborns formula actually interrupts the natural process of lactation and could lower overall milk supply. Kevin is now committed to supporting his partner while they are breastfeeding. And, he is having a great time exploring the many different things he can do to bond with his newborn. His favorite so far is holding his baby skin-to-skin.

Home with Baby

# Common concerns

Anytime you have concerns about your baby's health or well-being, contact your healthcare provider.



## I am not sure I have enough milk

A common reason for low-milk supply is infrequent feeding. In the early days and weeks, your baby may need to eat every 1-2 hours, or more. Twelve feedings in 24 hours is completely normal. Feeding your baby "on cue" early on helps to bring in a full milk supply and maintain it. Another reason for low milk supply is that the baby is not attached well and is not removing all the milk they could be getting. If you think your baby might not be getting enough milk, please seek help from your healthcare provider or a lactation consultant.

## I think my baby is still hungry after breastfeeding

All babies will have periods of fussiness and crying throughout the day and night. There may be a specific time of day when you notice your baby's fussiness increasing. This is normal, and may not be due to hunger. Immature digestion can cause some discomfort to many new babies. If your baby is upset right after a full feeding or is not gaining weight, please contact your healthcare provider or a lactation consultant to determine if your baby is getting enough milk during a feed. Weight gain, regular urination, and stooling are good signs that baby is getting enough.

## My baby is having trouble with nursing

Breastfeeding is a learned art that takes a lot of practice and support. Usually, it gets much easier and more enjoyable once you both get the hang of it and each other. Getting support from a friend who breastfeeds, a mothers support group, a peer counselor, or a lactation consultant can help you continue to meet your breastfeeding goals.

## It is painful to breastfeed

Discomfort during breastfeeding should be minimal. Painful breastfeeding is not normal. Many times, painful breastfeeding is relieved by improving the baby's latch. If your nipples are very sore, cracked, or bleeding, contact a lactation consultant for a feeding assessment. In the meantime, review pages 12-13, and try to ensure your baby is latched-on well and continue to express your milk.





### **I think giving formula might solve my problem**

If you are struggling with this decision, please contact a lactation consultant or your healthcare provider to reassess your feeding goals. It is important that your baby stays well nourished and that your decisions are well informed. Also, it is important that you share your feeding plans with your healthcare team so they may provide individual education specifically to meet your needs. Feeding any amount of commercial milk formula may decrease your milk supply. Despite what you may hear or read, formula products are not a solution for fussiness, gas, or spit-up. These are normal infant behaviors that are common to all babies. Be aware that commercial milk formula products can be harder for some babies to digest, which could increase your baby's discomfort.

### **My chest area is swollen, hard, heavy, and tender**

If you feel like this, then you may be engorged. As milk changes from colostrum to mature milk in the days after delivery, the chest area may swell. It can be difficult for the milk to be removed due to the swelling. Hand expression, reverse pressure softening and/or ice packs on the area help to reduce the discomfort and swelling. Feeding your baby frequently keeps the milk flowing during this time, and you will feel more comfortable in 24-48 hours. If you feel feverish or have a hot red spot on your breast or surrounding area, or if your baby is not able to latch and remove milk, contact your healthcare provider immediately.

### **My baby cries a lot**

For babies, crying is a natural and normal way of self-expression. It can mean that something is making your baby uncomfortable or unhappy, such as too much activity or handling, a dirty diaper, or even tummy pains. It can also mean that your baby just needs to be close to you. Babies who are hungry do cry, but it is a late sign of hunger (see page 9). It is normal to see an increase in periods of infant crying until about 2 months of age, and then those periods will begin to lessen. If you are having a hard time coping with your baby's crying, seek help from your partner, family, friends, or healthcare provider. ***Never shake a baby.*** Try skin-to-skin contact and gentle noises. You can also soothe your baby by expressing some milk onto your clean finger and allowing your baby to suckle the finger.

### **My baby wakes up a lot at night**

Night waking is normal and healthy for newborns. Babies don't know night from day yet. When your baby wakes up at night they may be uncomfortable, hungry, or in need of help getting back to sleep. Hold your baby close as you determine what your baby needs. Always follow safe-sleep recommendations and avoid falling asleep with your baby on a sofa or chair. See page 23 for infant sleep online resources.



# Resources for support

## Nationwide help at your fingertips

### Domestic Violence

National Domestic Violence Hotline  
[www.thehotline.org](http://www.thehotline.org)  
800-799-SAFE for 24/7 confidential help

### Depression and Mood Disorders

National Maternal Health Hotline  
1-833-TLC-MAMA (852-6262)  
Text or call 24/7, multiple languages

Postpartum Support International  
[www.postpartum.net](http://www.postpartum.net) | 800.944.4773

### Questions about Pregnancy & Birth

Lamaze International | [www.lamaze.org](http://www.lamaze.org)

### Doula Support for Labor & Delivery

American Pregnancy Association  
<https://americanpregnancy.org/healthy-pregnancy/labor-and-birth/having-a-doula/>

### Smoking, Alcohol and Drugs

US Dept. of Health and Human Services  
<http://women.smokefree.gov>

### Medication Use

Centers for Disease Control and Prevention  
During Pregnancy |  
[www.cdc.gov/pregnancy/meds/treatingfortwo/index.html](http://www.cdc.gov/pregnancy/meds/treatingfortwo/index.html)

While Breastfeeding |  
[www.cdc.gov/breastfeeding/breastfeeding-special-circumstances/index.html](http://www.cdc.gov/breastfeeding/breastfeeding-special-circumstances/index.html)

### LactMed Drugs & Lactation Database

[www.ncbi.nlm.nih.gov/books/NBK501922/](http://www.ncbi.nlm.nih.gov/books/NBK501922/)

### Adoptive Parenting

Adoptive Families  
[www.adoptivefamilies.com](http://www.adoptivefamilies.com)

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

### Teen Parenting

American Pregnancy Association  
<https://americanpregnancy.org/options-for-unplanned-pregnancy/pregnant-teen/>

### Preterm Labor & Premature Birth

American College of OBGYNs (ACOG)  
<https://www.acog.org/womens-health/faqs/preterm-labor-and-birth>

### LGBTQ Parenting

Human Rights Campaign  
[www.hrc.org/resources/parenting](http://www.hrc.org/resources/parenting)

### Women, Infants, and Children (WIC) Program

[www.fns.usda.gov/WIC](http://www.fns.usda.gov/WIC)

### Infant Feeding Guidelines

World Health Organization (WHO)  
<http://www.who.int/health-topics/breastfeeding>

Centers for Disease Control and Prevention  
[www.cdc.gov/breastfeeding/](http://www.cdc.gov/breastfeeding/)

### Postpartum Support

4th Trimester Project  
<https://newmomhealth.com/>



# Resources for support

## Nationwide help at your fingertips

### Breastfeeding Questions

Office on Women's Health  
[www.womenshealth.gov/breastfeeding](http://www.womenshealth.gov/breastfeeding)  
Phone Helpline: 800-994-9662  
M-F 9am–6pm (eastern time)

La Leche League (LLL)  
[www.llli.org](http://www.llli.org) (Click on Resources tab)

### Finding a Breastfeeding Mothers' Support Group

Baby Cafe | [www.babycafeusa.org](http://www.babycafeusa.org)  
Black Mothers Breastfeeding Association | <http://blackmothersbreastfeeding.org/>  
Breastfeeding USA | <http://breastfeedingusa.org>  
La Leche League (LLL)  
[www.llli.org](http://www.llli.org) (enter your address into the map)  
Mocha Moms | [www.mochamoms.org](http://www.mochamoms.org)

### Finding a Lactation Consultant

International Lactation Consultant Association  
[www.ilca.org](http://www.ilca.org) (Click on Find a Lactation Consultant on the bottom menu bar)

### African American Breastfeeding Support

Office on Women's Health—It's Only Natural | <https://www.womenshealth.gov/its-only-natural>

### Donor Human Milk Information

Human Milk Banking Association of America (HMBANA) | [www.hmbana.org](http://www.hmbana.org)

### National and State Breastfeeding Laws

National Conference of State Legislatures  
[www.ncsl.org/research/health/breastfeeding-state-laws.aspx](http://www.ncsl.org/research/health/breastfeeding-state-laws.aspx)

United States Breastfeeding Committee  
[www.usbreastfeeding.org](http://www.usbreastfeeding.org)



### Nutrition Guidelines

MyPlate's Pregnancy and Breastfeeding  
[www.myplate.gov/life-stages/pregnancy-and-breastfeeding](http://www.myplate.gov/life-stages/pregnancy-and-breastfeeding)

### Milk Storage Guidelines

Centers for Disease Control and Prevention  
[www.cdc.gov/breastfeeding/recommendations/handling\\_breastmilk.htm](http://www.cdc.gov/breastfeeding/recommendations/handling_breastmilk.htm)

### Infant Sleep

National Institutes of Health  
[www.nichd.nih.gov/sts/Pages/default.aspx](http://www.nichd.nih.gov/sts/Pages/default.aspx)

Basis (UK) Baby Sleep Info Source  
[www.basionline.org.uk/](http://www.basionline.org.uk/)

### Infant Crying

ZERO to THREE  
[www.zerotothree.org/resources/197-colic-and-crying](http://www.zerotothree.org/resources/197-colic-and-crying)

The Period of Purple Crying  
<http://purplecrying.info>

## Photo Credits

- Cover** With thanks to Annie Oumarou
- Page 3** Shutterstock.com | wavebreakmedia
- Page 5** Shutterstock.com | VGstockstudio
- Page 6** Istock.com | RyanJLane
- Page 7** With thanks to Annemie Tonken; Shutterstock.com | In The Light Photography;  
Shutterstock.com | Flashon Studio
- Page 8** Flickr.com/photos/40275187@N04/6217327186/ | Cassie Ehard; Istock.com | SergioZacchi
- Page 9** Istock.com | mrossbach
- Page 10** With thanks to the Texas Department of State Health Services
- Page 11** Shutterstock.com | Lifebrary
- Page 12** With thanks to the Women's Birth and Wellness Center of NC, La Leche League  
International, and Region of Peel Health Services of Ontario
- Page 14** Shutterstock.com | Todsaporn Wattanasupinyo
- Page 15** With thanks to the United States Breastfeeding Committee; Shutterstock.com | Monkey  
Business Images
- Page 16** With thanks to Hannah Edens
- Page 17** Shutterstock.com | Monkey Business Images; With thanks to United States  
Breastfeeding Committee
- Page 18** Shutterstock.com | George Rudy
- Page 19** Istock.com | Asada Nami
- Page 20** With thanks to Wake AHEC
- Page 21** Shutterstock.com | paulaphoto
- Page 22** Shutterstock.com | A3pfamily
- Page 23** Shutterstock.com | Monkey Business Images

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. 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, <http://breastfeeding.unc.edu>.

Version 3. English April 2018 | Minor updates February 2021, April 2022, April 2024

Design: nancyframedesign.com

CAROLINA  
GLOBAL  
BREASTFEEDING  
INSTITUTE