

Breastfeeding for the Best Feeding!

TEN STEPS TO SUCCESSFUL BREASTFEEDING



supports moms and families who choose to breastfeed their new baby. We are partnering with Ohio's First Steps for Healthy Babies program to promote the "10 Steps to Successful Breastfeeding."



A breastfeeding initiative by the
OHIO HOSPITAL ASSOCIATION and
the **OHIO DEPARTMENT OF HEALTH**

The **10 Steps to Successful Breastfeeding** are proven steps that a hospital can take to support families who choose to breastfeed. These 10 steps guide the way we approach breastfeeding, and we have taken them with you and your new baby in mind. This brochure discusses the ten steps and what this means for you as a new parent at our hospital.

10 steps to SUCCESSFUL BREASTFEEDING



Have a written **breastfeeding policy** that is routinely communicated to all health care staff



Train all health care staff in skills necessary to implement this policy



Inform all pregnant women about the benefits and management of breastfeeding



Help mothers initiate breastfeeding within one hour of birth



Show mothers how to breastfeed and how to maintain lactation



Give infants **no food or drink other than breast milk**, unless medically indicated



Practice rooming-in, allowing mothers and infants to remain together 24 hours a day



Encourage feeding on demand



Give **no pacifiers** or **artificial nipples** to breastfeeding infants



Foster the establishment of **breastfeeding support groups** and refer mothers to them on discharge from the hospital



A breastfeeding initiative by the
OHIO HOSPITAL ASSOCIATION and
the **OHIO DEPARTMENT OF HEALTH**

STEPS 1 & 2

Have a written **breastfeeding policy** that is routinely communicated to all health care staff. **Train all health care staff in skills necessary to implement this policy.**

All of the staff at working with women and newborns have been specially trained to support your breastfeeding goals. We have a policy that instructs our staff on how to give you correct care and information. If you need any assistance with breastfeeding or have any questions, please ask!



A breastfeeding initiative by the
OHIO HOSPITAL ASSOCIATION and
the **OHIO DEPARTMENT OF HEALTH**



STEP 3

Inform all pregnant women about the benefits and management of breastfeeding.

STEP 3

Breastfeeding is Good for Babies!

- 👶 Gives nutrients and disease protection
- 👶 Protects against obesity
- 👶 Lowers risk of ear infections, asthma, respiratory infections and diarrhea
- 👶 Protects against sudden infant death syndrome (SIDS)
- 👶 Promotes bonding between mother and baby
- 👶 Exclusive breastfeeding gives the greatest benefit.

Breastfeeding is Good for Mom!

- 👶 Lowers her risk for breast and ovarian cancer, diabetes and heart disease
- 👶 Promotes bonding between mom and baby
- 👶 The longer you breastfeed, the greater the benefit.

Breastfeeding is Good for Family!

- 👶 Breastfeeding is *free*.
- 👶 Breastmilk is convenient—it's always available and the perfect temperature.
- 👶 Breastmilk is easier for your baby to digest.
- 👶 Your breastmilk supply increases and changes to meet your baby's needs.
- 👶 Breastfeeding is good for the planet.
- 👶 Support from those around you can help with your decision to breastfeed.



A breastfeeding initiative by the
OHIO HOSPITAL ASSOCIATION and
the **OHIO DEPARTMENT OF HEALTH**

STEP 4

Help mothers initiate breastfeeding within one hour of birth. We will place your baby **skin-to-skin** after delivery to help start breastfeeding.

STEP 4

What is Skin-to-Skin?

- 👤 Skin-to-skin means your baby is placed un-clothed onto your chest, against your skin and covered under a blanket or your clothing.
- 👤 This happens right after birth, as soon as you are ready. The sooner the better for you and your baby
- 👤 Regardless of how you plan to feed your baby, this is best for your baby and feels great for both of you. Do this as much as possible, especially while breastfeeding.
- 👤 Baby will often “crawl” to the breast and begin to latch.
- 👤 Fathers/partners too can continue to do skin-to-skin with the baby in the hospital and at home.

What Does Skin-to-Skin Do?

- 👤 Keeps the baby warm and calm
- 👤 Better oxygen and blood sugar levels for your baby
- 👤 Good for bonding
- 👤 Provides the best opportunity to get breastfeeding started

How Does Skin-to-Skin Help With Breastfeeding?

- 👤 Your baby is already near the breast, making latching easier.
- 👤 Your baby can smell colostrum (the first milk) at birth.
- 👤 Helps you learn the feeding cues for baby-led feeding
- 👤 Frequent feeding helps develop a good milk supply.



A breastfeeding initiative by the
OHIO HOSPITAL ASSOCIATION and
the **OHIO DEPARTMENT OF HEALTH**



STEP 5

Show mothers how to breastfeed and how to maintain lactation. We will show you how to express milk if you are ever apart from your baby.

STEP 5

Getting Started

- 👤 Feed early (in the first hour after birth) and often (8–12 times in 24 hours) so you will make plenty of milk.
- 👤 Colostrum, the first milk, is available at birth. This milk is full of calories. About a teaspoon is all your baby needs at each feeding in the first few days.
- 👤 Your nurses in the hospital can help you and your baby learn to latch.
- 👤 Babies sometimes cluster feed, feeding every hour for a few hours in a row, and then sleeping for several hours.
- 👤 If we are watching your baby closely in our NICU, your nurse can show you how to hand express your breastmilk for your baby. Your nurse can also show you how to use a breast pump if needed. When apart from your baby, you should begin expressing your breastmilk as soon as possible after delivery and at least 8 times per day.

The First Few Weeks

- 👤 You will have more milk by days 3–5. Breasts will quickly become heavier and firmer. These are signs that your milk supply is growing.
- 👤 This is the time to feed your baby frequently, letting the baby finish feeding from the first breast before offering the other breast.
- 👤 Your body knows how much milk to make by how often your baby feeds. Giving your baby formula can put your baby at risk for illness. Please wait 3–4 weeks before introducing a pacifier or bottle. Giving the baby something other than your breast can slow down milk production.



A breastfeeding initiative by the
OHIO HOSPITAL ASSOCIATION and
the **OHIO DEPARTMENT OF HEALTH**

STEP 6

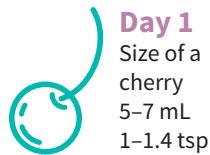
Give infants no food or drink other than breast milk, unless medically indicated.

STEP 6

Your First Milk is Called Colostrum

- ❖ Colostrum is the first milk that a baby gets after birth. This milk is very rich in proteins and protective antibiotics.
- ❖ The amount of colostrum matches the baby's tiny stomach, so it will not be overfull. Milk volume increases gradually at first, allowing time for the baby's stomach to grow comfortably.
- ❖ The first day, baby's stomach is the size of a cherry and can only hold about a teaspoon full. The small amounts available at birth are easier for baby to handle while learning to coordinate breathing with sucking and swallowing.

SIZE OF A NEWBORN'S STOMACH



Day 3
Size of a
walnut
22–27 mL
0.75–1 oz



Day 10
Size of a
large egg
80–150 mL
2.5–5 oz

Why Only Breastmilk?

- ❖ Exclusive breastfeeding is best for six months.
 - ❖ Breastmilk has all the nutrients your baby needs.
 - ❖ Feeding other foods too soon can cause digestive problems and reduce breastmilk benefits.
- ❖ Provides huge health benefits to mother and baby
- ❖ Continuing to breastfeed to 12 months (with the addition of foods at 6 months) extends the benefits.



A breastfeeding initiative by the
OHIO HOSPITAL ASSOCIATION and
the **OHIO DEPARTMENT OF HEALTH**

STEP 7

Practice rooming-in,
allowing mothers and
infants to remain together
24 hours a day.

STEP 7

Plan to Stay with Your Baby During Your Stay

- 👤 Your baby will stay with you in your room throughout your hospital stay. Staff will care for you and your baby in the room. This includes weighing, baths and medical checks.
- 👤 Parents learn how to care for baby and breastfeed with staff nearby to help.
- 👤 Your support person is welcome to stay overnight in your room, too.

Benefits of Rooming-in

- 👤 Baby learns to recognize mom, sleeps better and cries less. It is less stressful for your baby with mom is near.
- 👤 Baby will have more chances to learn to breastfeed which means mom can get more help with breastfeeding.
- 👤 You get to know and bond with your baby quickly. Parents learn baby's feeding cues.
- 👤 You will feel more confident about caring for your baby and breastfeeding before going home.



A breastfeeding initiative by the
OHIO HOSPITAL ASSOCIATION and
the **OHIO DEPARTMENT OF HEALTH**



STEP 8

**Encourage feeding
on demand.**

STEP 8

Feed Your Baby as Often and Long as Baby Shows Signs of Being Hungry

- Allow baby to guide feeding.
- Look for hunger cues to feed: stirring, mouth opening, turning head, sucking hands and rooting for food.
- Look for fullness cues at feeding end: baby falls asleep, drops off nipple, relaxes.
- Promotes a good milk supply
- Baby's hunger is satisfied.
- Watch the baby, not the clock.

EARLY CUES

"I'm ready to feed."



- Stirring



- Mouth opening



- Turning head
- Seeking/rooting

MID CUES

"Don't delay, feed me, please!"



- Stretching



- Increasing motion



- Hand to mouth

LATE CUES

"Calm me, then feed me."



- Crying



- Agitated motions



- Color turning red

CALMING A CRYING BABY

- Cuddling
- Skin-to-skin contact on chest
- Talking
- Stroking
- Singing/humming
- Gently rocking
- Putting your warm cheek next to baby's head

STEP 9

Give no pacifiers or artificial nipples to breastfeeding infants.

STEP 9

- ❖ Use of bottles or pacifiers in the first days and weeks can make it difficult to have a full milk supply later.
- ❖ Bottles can interfere with baby learning how to latch well. Good latch ensures the baby gets enough milk and prevents nipple soreness.
- ❖ Plan on waiting to start bottles and pacifiers until baby is 3–4 weeks of age.
- ❖ Occasionally we need to supplement a baby for medical reasons. If this happens, we do our best to use your expressed breastmilk and feed your baby using a spoon or soft tipped syringe.



A breastfeeding initiative by the
OHIO HOSPITAL ASSOCIATION and
the **OHIO DEPARTMENT OF HEALTH**

STEP 10

Foster the establishment of **breastfeeding support groups** and refer mothers to them on discharge from the hospital. We are here to encourage you on your breastfeeding journey!

STEP 10

is here to support your breastfeeding!

**Call Lactation Services for class information,
appointments, and questions!**



FIRST STEPS

for healthy babies

A breastfeeding initiative by the **OHIO HOSPITAL ASSOCIATION**
and the **OHIO DEPARTMENT OF HEALTH**