

BABY IS ATTACHED AT YOUR BREAST WELL IF:

Breastfeeding is comfortable, baby is relaxed, your baby's chin is indenting your breast, baby has a wide open mouth, you can see more of the darker skin around your nipple above your baby's top lip, your baby sucks fast at first then deeper and slower, your baby's cheeks plumped out. Are you comfortable? Breastfeeding should not hurt.

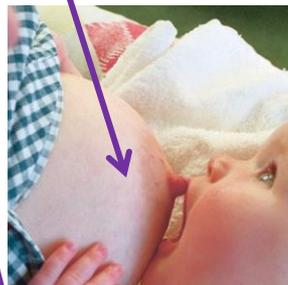
SKIN CONTACT

Holding your baby against your skin straight after birth will calm your baby. It will also steady his breathing and help to keep him warm. This is a great time to start your first breastfeed because your baby will be alert and will want to feed in the first hour after birth. Your midwife can help you with this.

Your baby will be happier if you keep him **near you** and feed him whenever he is hungry. This will remind your body to produce plenty of milk.

It is fine to feed your baby when he needs comforting, when your breasts feel full or when you just want to sit down and have a rest. It is not possible to over feed a breastfed baby.

Baby takes in breast underneath the nipple



POSITION OF BABY

Hold baby close to you
Keep baby's head & body in a straight line
Head free / tilted back
Start nose to your nipple
Baby's chin touches breast first

NO OTHER FOOD OR DRINK NEEDED

Your baby only needs breast milk for the first 6 months of life. Ask your midwife if you want to discuss expressing your milk as an option

BREASTFED BABIES HAVE LESS:

ill health, infections, diabetes, obesity, skin problems, asthma and respiratory illness and are less likely to be obese

Your midwife, health visitor, children's / neighbourhood centre can help you

Helpline 0300 1000 212

Local breastfeeding groups – please come along

BREASTFEEDING MEANS:

less work (with formula feeding you need to make up each bottle as you need it), less money spent, less time off work looking after sick children, and overall more convenience.