



BREASTFEEDING 101

Did you know breastfeeding offers many benefits for you and your baby? For mom, this includes lower risk of post-partum depression, diabetes, and breast cancer. For baby, benefits include a lower risk of childhood diseases and infections, as well as increasing the healthy gut bacteria. Plus, breastmilk is made specifically for your baby and adapts to her ever-changing needs.

LATCH

Having a good latch is the key to successful breastfeeding.

SIGNS OF A POOR LATCH:

- Pain throughout or after a feeding.
- Misshapen nipple (creased, lipstick shaped) after baby unlatches.
- Baby is unable to stay latched on or fussy throughout feeding.
- Poor milk transfer (baby not gaining weight or no obvious sucking and/or swallowing).

SIGNS OF A GOOD LATCH:

- Baby has wide-open mouth, lips are flipped outward.
- No pain, or no pain after the initial latch/let-down.
- Baby is sucking and swallowing at regular intervals.





LATCHING TIPS

- 1 Start with baby's nose across from the nipple.
- 2 As baby opens mouth, pull baby's body, not head, into you.
- 3 Support baby's neck, not her head.
- 4 If lips are flanged in, then you can gently curl them out with your pinkie finger.

MILK SUPPLY

The first milk that comes in is colostrum, a nutrient-rich milk specifically tailored to your newborn. Within 2-5 days after your baby's birth, your mature milk will come in.

HOW CAN I TELL IF BABY IS GETTING ENOUGH?

-  As a newborn, she has more than 5-6 wet diapers and 3 dirty diapers per day.
-  Your pediatrician is satisfied with her weight gain.
-  Baby relaxes throughout a feeding and comes off the breast sleepy or relaxed.
-  You can hear your baby sucking and swallowing.

HOW TO INCREASE MILK SUPPLY

- Always feed on demand and not on a schedule, except for a very young baby who tends to sleep through feedings.
- Be OK with "comfort nursing." Babies are still drinking a bit during comfort sessions, and this can help increase supply.
- Make sure you are eating and drinking enough. You should be eating at least 1,800 calories a day.
- Carry a bottle of water and some portable snacks with you everywhere! Breast milk is mostly fluid, so keeping well hydrated is important. Aim for 13 (8oz) cups of water per day.
- Speak with a lactation consultant about the latch, pumping to increase supply, power pumping, and/or medications/supplements if you are concerned about your milk supply.



NEED HELP?

Chat for FREE with our team of lactation consultants & registered dietitians at:

happyfamilyorganics.com/freesupport

CHAT LIVE

WITH INFANT FEEDING EXPERTS



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GOT QUESTIONS?

HERE ARE SOME OF THE MOST FREQUENTLY ASKED:

How do I know if my baby is getting enough?

Is my supply decreasing?

How do I pump when I go back to work?

When should I start solids?

What foods should I start with?

OUR EXPERTS HAVE HELPED
OVER 60,000
PARENTS!

"Thanks again for your help! This is such a great resource, and so easy to access while multitasking with 2 little ones!"

Mom to 2 week old baby,
concerned about baby's gas

"Wow! I'm actually crying because you made me feel so much better!"

Mom to 4 month old,
sudden decrease in supply

NEED FEEDING HELP OFF HOURS?

Our Happy Baby Experts Amazon® ALEXA® skill offers feeding support, hands-free and 24/7! Just say **"ALEXA, open Happy Baby Experts"** to get started.

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