

Feeding information

Maternity

Patient Information Leaflet

Our infant feeding team

Our maternity services have been accredited by UNICEF as Baby Friendly since 2002 and it is very important to us to support women and their families in their baby feeding choices and in building a close and loving relationship with their baby. We encourage breastfeeding as it is the most natural and healthiest way to feed, nurture and comfort your baby.

All midwives, maternity support workers, maternity infant feeding assistants and neonatal nurses receive training in infant feeding. This training is updated regularly to ensure the advice and support we offer you is up to date, consistent and appropriate. Our obstetric and paediatric doctors also have the opportunity for regular training (obstetric doctors specialise in pregnancy and childbirth).

The following staff are key to our feeding support service:

Specialist midwife for infant feeding

This experienced midwife:

- Has specialist knowledge about feeding so she can give support to women with feeding their babies.
- Leads and trains our infant feeding team.

Maternity infant feeding assistants

Their role is to provide support and advice to women in the hospital about feeding their babies. They:

- Are mothers themselves and have experience of breastfeeding.
- Have completed training to support women in their feeding choices.
- Are available in the Maternity Unit during the hours of 8am to 8pm.

Breastfeeding buddies in the community

Their role is to provide support and advice to mothers in the community about feeding their babies. They:

- Are mothers themselves and have experience of breastfeeding.
- Have completed training to support women in their feeding choices.
- Run a support group – details about this group are available from community midwives.

What choices are there for feeding my baby?

Breastfeeding

We encourage all women to breastfeed as it has many benefits for both you and your baby.

Benefits for your baby include reducing the risk of:

- Allergies
- Asthma and eczema
- Diabetes
- Ear infections
- Gastroenteritis (upset stomach)
- Chest infections
- Urine infections
- Heart disease
- Sudden infant death syndrome (SIDS)

Benefits for you include reducing the risk of:

- Breast and ovarian cancer
- Osteoporosis (brittle bones)

Remember: breast milk is also free and made specifically for your baby.

Formula feeding

If you have chosen to feed your baby with formula milk, we will support you with this. Please can you bring into hospital the following equipment so that staff can help you prepare a formula feed:

- Small cartons of ready-to-feed first milk formula (first milk is the only formula milk suitable for a newborn baby and is recommended to be used until your baby is a year old)
- Bottles and teats
- Sterilising tablets
- Bottle brush
- Washing up liquid

Mixed feeding

Some parents decide to feed their baby with both breast and formula feed. We encourage using mainly breast milk. It is important to understand that if you give a breastfed baby some formula milk from a bottle, they may be confused.

Skin-to-skin contact

Some mothers do not decide how to feed their baby until after birth. When your baby is born, skin-to-skin contact and holding your baby can make you feel differently, so it is a good idea to keep an open mind.

However you decide to feed your baby, we encourage all mothers to have skin-to-skin contact with their baby. Skin-to-skin contact can:

- Be relaxing for you and your baby
- Encourage your baby to feed
- Regulate your baby's breathing, heart rate and temperature
- Protect your baby from infection
- Help maintain your baby's blood glucose level
- Help you to bond with your baby

It is also recommended that dads and birth partners have skin-to-skin contact with your baby. Skin-to-skin contact encourages your baby to feed whether they are breastfed or bottle fed.

How do I know when my baby wants to feed?

Your baby may display the following signs when they want to feed:

- Wriggling
- Rooting (opening their mouth to find your nipple)
- Eyes moving
- Stirring

Crying is a late sign of hunger so it is a good idea to feed when your baby shows early signs of hunger.

Keeping your baby close means you can respond to them and you will soon recognise your baby's feeding signs. It may be that you feel you want to feed your baby when you are building a relationship with them. Remember you cannot overfeed your baby when you are breastfeeding.

How do I breastfeed my baby?

The position you hold your baby in to feed comfortably is up to you and your baby.

One approach is known as 'CHIN':

- **C** – baby is held **close** to mum
- **H** – baby's **head** is allowed to be free
- **I** – baby is held with their head and body **In** a straight line
- **N** – baby's **nose** is opposite mum's nipple

You may want to take a more laid-back approach. This is when the mother relaxes back and allows her baby to find his/her own way to the breast. You hold your baby close and this may be lengthways, diagonally or sideways. Your baby often takes the lead but you may help your baby. Often mothers and babies become in tune with each other and work together as one.

Many positions can be used for breastfeeding:

- Cradle hold
- Cross cradle hold
- Rugby ball
- Lying on your side

Your maternity infant feeding assistant will show you these positions, if you are interested.

How do I know my baby is attached well?

Signs that your baby is attached well include:

- **C** – baby's **chin** is touching your breast
- **O** – baby has an **open** wide mouth
- **L** – baby's **lip** is curled back
- **A** – more **areola** (brown area of the nipple) is visible above than below your nipple
- **R** – baby has **rounded** full cheeks
- **S** – baby **sucks** rhythmically and you are not in pain while you are feeding

The following table is a guide on how your baby sucks during a feed:

Initially	Baby sucks quickly to stimulate milk (the letdown reflex, release of milk)
As feed progresses	Longer, slower sucks, regular pauses, milk is flowing
At the end of the feed	Slow sucks, occasional swallows Baby comes off breast spontaneously

More information about breastfeeding is available on the following weblink:

http://www.unicef.org.uk/Documents/Baby_Friendly/Leaflets/otbs_leaflet.pdf

Sometimes it is helpful for someone to check to see if your baby is attached well but a good indication is if you feel comfortable when the baby is sucking.

How do I feed my baby from a bottle?

Feeding your baby is a special time and allows you to be close to your baby. We encourage you to limit the number of people who feed your baby to allow this close relationship to develop.

Feed your baby according to their appetite. They will push out the teat when they are full – do not force them to finish the feed.

Sterilising equipment for formula feeding is very important. You need to clean and sterilise equipment to prevent your baby from getting infections and becoming unwell.

The Maternity Unit provides cold sterilising units for you to sterilise your bottle feeding equipment during your stay. There is a fridge available to store expressed breast milk or ready-to-feed formula milk.

What if I want to express breast milk?

There may be times when you want to express breast milk as you want your baby to have breast milk but you cannot breastfeed them.

Why express breast milk?

- If you are away from your baby
- If your baby cannot attach to the breast
- To maintain your milk supply
- To relieve engorgement (breasts are uncomfortably full with milk)

If you are expressing milk in the first few days after birth, it is advised that you do this by hand. A member of staff will help you with this, advising you to:

- Have a sterilised container to express your milk into. This could be a cup, a spoon or you could draw beads of milk from around the nipple with a syringe.
- Massage your breast before you begin.
- Make a 'C' shape with your thumb and forefinger and place them two to three centimetres from your nipple.
- Gently squeeze and release in this area, it may take a little time for flow to start, or you may need to adjust your fingers to get the milk started.

- If the milk stops coming out, try putting your fingers onto a different area.

Sometimes practising this can help. We recommend that you express milk at least eight times in 24 hours including during the night. This should not be painful.

Storing breast milk

It is recommended that breast milk can be stored for:

- Six hours at room temperature
- Up to five days in the fridge
- Six months in the freezer

How do I know when my baby has had enough milk?

Signs that your baby is getting enough milk are:

- Wet nappies (urine/wees)
- Dirty nappies (stool/poo)
- Baby is content and satisfied after feeds
- Baby comes off the breast by themselves
Baby is gaining weight

Eventually you will know your baby's sucking pattern and will be comfortable feeding your baby.

The tables below are a guide on the number of wet and dirty nappies:

Days after birth	Number of wet nappies
Day 1-2	1-2 or more
Day 3-4	3 or more, heavier nappies
Day 7+	6 or more, heavy nappies

Days after birth	Number and type of dirty nappy
Day 1-2	1-2 or more, meconium (1 st poo, black, tar-like)
Day 3-4	2 or more, changing colour, (green/brown, runnier)
By day 7	2 or more in 24 hours (at least the size of a £2 coin, yellow, soft and runny)

If you see some 'pinkish' marks in your baby's nappy (it can look like blood), this may be a sign that your baby needs to have more milk. Ask your midwife for more advice.

Babies are all individual but you will soon know your baby and be able to respond to their needs.

What support is there for me?

Dads, partners, family and friends

What can others do to help:

- Be there for you
- Do something practical such as making a cup of tea or doing the shopping
- Arrange to spend time with you

Feeding support

If you have any feeding problems, please ask for help. Many problems can be solved by seeking advice from someone who has received training in supporting breastfeeding mothers.

You will be provided with contact details for on-going support when you leave hospital and your community midwife will be able to answer any concerns you have about feeding your baby.

Other sources of support are the national breastfeeding helplines. These are run by mothers who have breastfed and have received training in how to support other mothers.

Further information – national organisations

Association of Breastfeeding Mothers

www.abm.me.uk

UNICEF UK Baby Friendly Initiative

www.babyfriendly.org.uk

Breastfeeding Network

<http://breastfeedingnetwork.org.uk/>

La Leche League GB

0845 120 2918

<https://www.laleche.org.uk/node>

National Breastfeeding Helpline

0300 100 0212* (9.30am to 9pm)

<http://www.nationalbreastfeedinghelpline.org.uk/>

National Childbirth Trust (NCT)

0300 330 0700*

<http://www.nct.org.uk/>

NHS Choices (breastfeeding)

<http://www.nhs.uk/conditions/pregnancy-and-baby/pages/why-breastfeed.aspx#close>

NHS Choices (formula feeding)

<http://www.nhs.uk/Conditions/pregnancy-and-baby/Pages/making-up-infant-formula.aspx#close>

Start4life

0300 123 1021* (9am to 8pm)

<http://www.nhs.uk/start4life/Pages/healthy-pregnancy-baby-advice.aspx>

*Calls to 03 should cost no more than geographic 01 or 02 UK wide calls.

Further information – local area

Local area	Contact details
Dudley	Community midwives 01384 244358 (9am to 4.30pm, Monday to Friday) 01384 456111 ask for an on-call midwife (24 hours) Dudley Buddy Support Helpline 01384 814545 (9.45am to 1.45pm, Monday to Friday)
Sandwell	0121 5073774 (8.15am to 4.45pm, Monday to Friday. No service at lunchtime 1pm to 1.30pm) 0121 5531 831 (24 hours) Sandwell breastfeeding helpline 07505 775357 (9.30am to 5pm, Monday to Friday)
Walsall	01922 656248 (1pm to 4.30pm, Monday to Friday)
Stafford	01785 230059 (24 hours)
Bromsgrove/Redditch	01527 488141 (9am to 5pm, every day) 01527 501828 (24 hours)
Wolverhampton	01902 695140 (9am to 5pm, Monday to Friday) 01902 695167 (24 hours) Wolverhampton Infant Feeding Team 01902 307999 ext 8389 (answerphone)
Birmingham Women's	0121 472 1377 ext 4089 (24 hours)
Worcester	01905 760582 (9am to 5pm, every day) 01905 760570 (24 hours)

This leaflet can be made available in large print, audio version and in other languages, please call 0800 073 0510.

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此宣传单可提供大字版本、音频版本和其它语言版本，请拨打电话：0800 073 0510。

Ulotka dostępna jest również w dużym druku, wersji audio lub w innym języku. W tym celu zadzwoń pod numer 0800 073 0510.

ਇਹ ਪਰਚਾ ਵੱਡੇ ਅੱਖਰਾਂ، ਬੋਲ ਕੇ ਰੀਕਾਰਡ ਕੀਤਾ ਹੋਇਆ ਅਤੇ ਦੂਸਰੀਆਂ ਭਾਸ਼ਾਵਾਂ ਵਿਚ ਵੀ ਪ੍ਰਾਪਤ ਹੋ ਸਕਦਾ ਹੈ, 0800 073 0510 ਤੇ ਫੋਨ ਕਰੋ ਜੀ।

Aceasta broșura poate fi pusă la dispoziție tipărită cu caractere mari, versiune audio sau în alte limbi, pentru acest lucru vă rugăm sunați la 0800 073 0510.

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