

# BREASTFEEDING THE PERFECT CHOICE



## 1 BENEFITS OF BREASTFEEDING FOR BABY

- Breastmilk is the best source of nutrition for your baby. It is rich in all the essential nutrients needed for baby's optimal growth.
- The perfect food for a baby's digestive system.
- Mother's milk has antibodies to protect baby against diseases.
- Develops the brain and nervous system.
- Protection from allergy.
- Reduce dental caries and enhance jaw development.
- Better psychomotor and emotional development.

## 2 BENEFITS OF BREASTFEEDING FOR MOTHER

- Contracts uterus and prevents excessive bleeding after delivery.
- Reduces risks of breast and ovarian cancer.
- Postpartum depression is reduced.
- Physical recuperation from childbirth is better.
- Make night feeds and travel convenient and no worries about running out of supplies.

## 3 IMPORTANCE OF SKIN-TO-SKIN CONTACT AS SOON AS POSSIBLE AFTER BIRTH

- Allows positive feelings of nurturing and physical closeness to form between mother and baby.
- Emotional bonding is enhanced.
- Calm mother and baby

## 4 IMPORTANCE OF EARLY INITIATION OF BREASTFEEDING

- Increase the likelihood of exclusive breastfeeding.
- Ensure the baby receives the colostrum or
- "First Milk", which is rich in:
  - Protective factors
  - Vitamin A
  - Reduce incidence of jaundice



## 5 IMPORTANCE OF PRACTICE ROOMING- IN 24 HOURS A DAY

- Ability to learn the baby's cues are (sleepy, stressed, in need of quiet time, or hungry).
- Earlier identification of early feeding cues (rooting, opening mouth, and sucking on tongue, fingers, or hand).
- Able to breastfeed baby on demand and Improved breastfeeding experience
- Less infant crying and distress.
- Increased confidence in handling and caring for baby.

## 6 IMPORTANCE OF BREASTFEEDING ON DEMAND, AND EARLIER IDENTIFICATION OF EARLY FEEDING CUES

- Maintain breast milk supply.
- Stimulation of breast milk supply.
- Reduce incidence of getting breast engorgement

### Early Cues - "I'm Hungry"



Stirring



Mouth opening



Turning Head Seeking/ rooting

### Mid Cues - "I'm really hungry"



Stretching



Increasing physical movement



Head to mouth

### Late Cues - "Calm me, then feed me"



Crying



Agitated body movements



Color turning red

#### Time to calm crying baby:

- Cuddling / Skin to skin on chest / Talking / Stroking

## 7

### IMPORTANCE OF FREQUENT BREASTFEEDING TO ENSURE STIMULATION OF MILK PRODUCTION

#### "Frequently feeding meaning:

**Breastfeeding baby on demand/ when baby present feeding cues"**

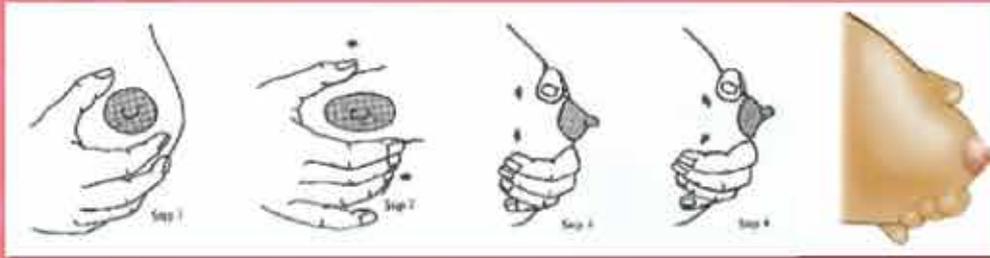
#### How to increase milk production:

- Baby to attach effectively at breast.
- No dummies or teats to be given as it may confuse baby or reduce suckling time at breast.
- Encourage baby to feed more frequently – the more often you feed, the more milk you will make.
- Supply if based on demand feeding.
- Place no restriction on the frequency of feed.
- Offer each breasts to increase milk production.
- Rest as much as possible and relax during breastfeeding to help milk flow.
- Continue with night feeding is important as hormone that stimulate the milk production work better at night.
- **Do not rush yourself or your baby during feeding time. It's a learning process for both. In due course feeding will settle to a pattern.**

#### If a mother at work/ need to separate from the baby:

- Express the breast milk before going to work.
- Express at least every 3 hourly or at least 3 times at work place.
- Breast feed the baby when back from work place.
- Maintain breastfeeding during holiday and weekend.

## Manual Expression of Breast Milk (EBM) / MARMET technique



### Step 1:

Position the thumb (above the nipple) and first two fingers (below the nipple) about 1 to 1-1/2" from the nipple, though not necessarily at the outer edges of the areola.



### Step 2:

Push straight into the chest wall

- Avoid spreading the fingers apart.
- For large breasts, first lift and then push into the chest wall

### Step 3:

Roll thumb and fingers forward at the same time. This rolling motion compresses and empties milk reservoirs without injuring sensitive breast tissue.

Note the position of thumb and fingernails during the finish roll as shown in the illustration.

### Step 4:

Repeat rhythmically to completely drain reservoirs.

- Position, push, roll.

### Step 5:

Rotate the thumb and fingers to milk other reservoirs, using both hands on each breast.



## STORAGE OF EXPRESSED BREAST MILK (EBM)

Location/ Temperature	Duration of Storage
Room : 25-37°C	4 hours
Room : 15-25°C	8 hours
Refrigerator : 2 - 4°C	2 - 8 days
Freezer (1 door fridge)	2 weeks
Freezer (2 doors fridge)	3 months
Deep Freezer (-20°C)	3-6 months
Thawed in A Refrigerator	12-24 hours

\* Milk cannot be safe once it has been warmed. So warm only the amount of milk that will be used at one feeding!

### Notes:

1. Keep EBM in a clean container with cover.
2. Label the date, time and amount of EBM on the container.

### To warm EBM

- Heat water in a cup or other small container, then place frozen milk in the water to warm; or use a bottle warmer.
- **NEVER** microwave human milk or heat it directly on the stove.

## 8 IMPORTANCE OF CORRECT POSITION AND LATCH-ON DURING BREASTFEEDING

- Baby able to suckle effectively on the breast
- Helps the let down
- Helps production of breast milk
- To prevent sore/cracked nipples and breast engorgement

### a) POSITIONING OF BABY

- **In line** - head, shoulder and body.
- **Close** - baby body close to mother body.
- **Supported** - baby head, shoulder and buttock.
- **Facing** - baby face facing the mother breast (nose to the nipple).

### b) POSITIONING OF MOTHER

- Comfortable.
- Back support.
- Breast supported if needed.
- Feet supported if needed.

### c) BREAST FEEDING POSITION



Cradle Hold



Cross-Cradle Hold



Side-lying



Seated



Foot - Ball hold

### d) CORRECT LATCH

- Mouth wide open.
- Lips are flanged out.
- Baby's chin touching the breast.
- Baby takes in most of the areola.
- More areola seen above baby's top lip.

### e) IMPROPER LATCH

- Baby's mouth not wide.
- Lips pointing forward / turned in.
- Cheeks pulled in when sucking.
- Baby's chin not touching breast.
- More areola seen below bottom lip.

### f) SIGN OF EFFECTIVE SUCKLE

- Slow, deep sucks with pauses.
- Baby's cheek rounded & not sucked.
- Baby releases breast when finished.
- Mother notices signs of oxytocin milk ejection/ let down reflex
  - Painful uterine contraction
  - Gush of blood
  - Milk leaks from breast
  - Feeling squeezing sensation in breast
  - Sudden thirst



## 9 IMPORTANCE OF EXCLUSIVELY BREASTFEEDING NEWBORN UP TO 6 MONTHS WITH NO OTHER FOOD OR DRINK.

- Breast milk contains all the nutrients an infant needs in the first 6 months of life.
- Breast milk are easily digested by baby.

**“Exclusively Breastfeeding means that the infant receives only breastmilk. NO other liquids or solids are given-not even water, unless medically indicated. Fully breastfeed until baby 6 months old @ 180 days old.”**

## 10 IMPORTANCE TO CONTINUE BREASTFEEDING AFTER BABY 6 MONTHS OLD WITH COMPLEMENTARY DIET.

- Contain the nutrient transition according to baby growth and needs.
- Protection against infection.
- Able to supply 1/3 -1/2 of the calorie demand by baby up to 1 year old

## 11 COMMON BREASTFEEDING PROBLEMS SORE NIPPLES

### Caused by:

- Poor latching / incorrectly fixed
- Irritation from clothing
- Pulling baby away from breast – friction occurs from this action. Breastfeeding should not hurt!



### Treatment:

- Proper attachment – ensure baby has nipple and areola well into mouth.
- Begin each feed on the least sore breast because in initial feeds, the sucking is more vigorous
- Apply warm pack to breast before feeds to stimulate letdown
- Apply breastmilk onto breast to lubricate and soothe tissue
- Do not limit the frequency of feeds
- Apply cream if necessary

### Breast Engorgement

- Initiate unlimited breastfeeding
- Baby should be latched well at breast
- Warm pack to breasts to stimulate let-down
- Gently massage breasts towards nipple to encourage milk flow
- Back massage to stimulate oxytocin secretion and let-down reflex
- Feed frequently or on demand
- Milk expression – manual / Breast pump
- If the engorgement is severe may apply cold compress

