

August 2011

1. When is World Breast Feeding Week?
2. What percentage of women breast feed in the UK?
3. How old should a baby be, before they start on solid food?
4. What is colostrum?
5. What is special about it?
6. Should babies be given other feeds during those first days?
7. What causes nipple damage?
8. Give two reasons why breast feeding is healthier for babies
9. Give two reasons why breast feeding is good for the mother
10. How often should a baby be fed?



Answers –on bottom of second page

Why Should Mothers Breast feed?

More and more mothers are breast feeding their babies in England these days. 78% of new mums breast feed. This is because there are many advantages to breast feeding.

- It is the only natural food designed for your baby
- It protects your baby from infections and diseases
- Breast milk reduces the chances of your baby suffering from diarrhoea, vomiting and constipation
- It also builds up their immunity to chest and ear infections
- It builds the bond between you and your baby
- It is free
- It is available all the time



- It's at the right temperature
- There is no need for bottles and sterile equipment.

How to get started

As soon as your baby is born, there should be skin to skin contact to build the bond between you and your baby. This keeps your baby close, warm and calm and it is a great time to start breast feeding as your baby will be alert and keen to feed.

In the first few days the milk you produce is called colostrum. It is very thin but full of white cells and antibodies with more protein and fat soluble vitamins than later milk. It is important that your baby just drinks this in the first 2 or 3 days as it will protect against the germs he/she now has to contend with.

You will not produce much of this, only 40 to 50ml on the first day, but it is very concentrated so your baby will only need about a teaspoonful at each feed. However he/she may want to feed frequently, maybe as often as every hour.

This will reduce as your milk “comes in” which generally happens at about day 4 after your baby is born. Your breasts will become fuller and warmer. Try to continue feeding your baby when they want. You don’t need to time the feeds as your baby will decide when it has had enough.

The amount of milk you make will increase or decrease depending on how often your baby feeds. So it is not a good idea to top up feeds with infant formula as they can lead to your supply dropping off. It is important to breast feed at night as this is when you produce more hormone (prolactin) which builds up your milk supply.

Positioning and Attachment

Breast feeding is a skill that needs to be learnt and can take time and practice to get it right. If your baby is not attached correctly you will get sore and cracked nipples and your baby will not settle easily.

When you attach your baby their nose should be level with your nipple. Then wait till your baby opens their mouth really wide with their tongue down. Bring the baby to your breast. They will tilt their head back and come to your breast chin first. They should take a large mouthful of breast and your nipple should go towards the roof of their mouth.

Signs of good attachment are that there is more of the areola (the coloured area around your nipple) is above your baby’s top lip than below the bottom lip, your baby’s mouth is wide open with the lower lip curved outwards and your baby’s chin is touching your breast.

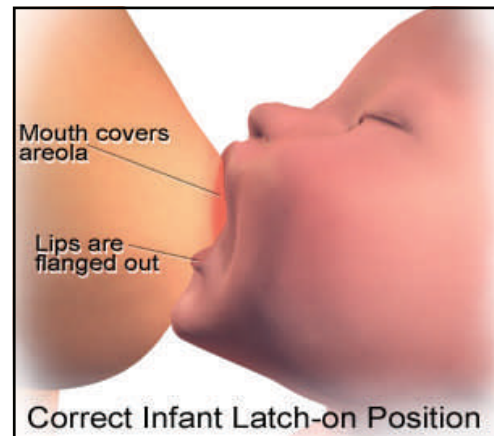
Signs of poor attachment are that there is more areola above the top lip than below, the baby’s mouth is not wide open, the baby’s lower lip points forwards or is turned inwards and the chin is

away from the breast.

If the baby is attached properly your baby, once settled, will take slow deep suckles with a swallow about once per second and their cheeks remain rounded. With poor attachment the baby may suckle quickly all the time with no swallowing and their cheeks are drawn in.

If you are having any problems with breast feeding your baby you can talk to midwives, health visitors or trained volunteers. Or call the National Breastfeeding Helpline on -

0300 100 0212.



Eight Steps to Successful Breast feeding

- Try to start breast feeding as soon as your baby is born.
- Feed your baby “on demand”.
- Avoid top up formula feeds where possible.
- Make sure your baby is attached correctly. See diagram above.
- Keep your baby with you at all times if possible.
- Do not give dummies or soothers to your baby.
- Make sure you breast feed at night to build up your supply of milk.
- Call the National Breast feeding Helpline if having problems - **0300 100 0212**

Answers to Quiz: Q1. 1st to 8th August 2011, Q2. 78% start breast feeding, Q3. 6 Months, Q4. It is the first milk a mother produces for 2 to 3 days after birth, Q5. It provides important immune protection for the baby, Q6. No, Q7. Poor attachment of the baby to the breast, Q8. They have less chance of getting diarrhoea, vomiting, constipation, chest and ear infections, Q9. It's free, available whenever and wherever your baby needs a feed at the right temperature, it builds the relationship between mother and baby, Q10. On demand or baby led feeding is best