



Breastfeeding 101

Did you know breastfeeding offers many benefits for you and your baby? For mom, this includes lower risk of postpartum 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/our-experts



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 88,000
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