

# BREASTFEEDING 101 : TIPS AND TRICKS FOR NEW MOMS

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Represented by

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# ■ ABOUT THIS CLASS

All information is based on **evidence** from research,  
or **expert opinion** from leading clinical practitioners

References for all statements available on request

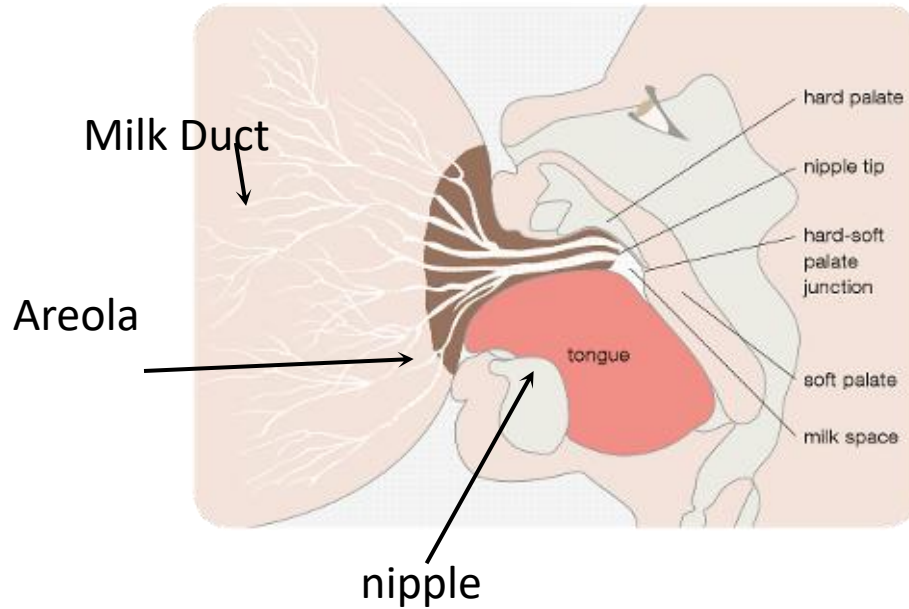
# AGENDA

- Benefits of breastfeeding
- Breastfeeding basics: body parts, accessories, positions
- Breastfeeding over time: prenatal, first hour, day, week Dad/partner's role
- Pumping: why, where, and pitfalls
- More tips: Bottle feeding, diet, mastitis

# ■ BENEFITS OF BREASTFEEDING

- For baby
- **MORE** immunity transfer, soothing, pain relief
- **LESS** ear infections, gastroenteritis, pneumonia, asthma, eczema, obesity, diabetes, leukemia, SIDS
- For Mom
- **MORE** Bonding, oxytocin (sex hormone!)
- **LESS** Breast cancer, ovarian cancer, type 2 diabetes, post-partum depression.

# BREASTFEEDING BODY PARTS



# ■ BREASTFEEDING ACCESSORIES

- **Must haves**
  - **NOTHING!** Your drugstore has what you need
- **If you get a few things...**
  - **Breast pump**
  - **Baby log book**
  - **Vitamin D drops**
  - **Breastfeeding friendly bottles**
  - **Suction-only silicone bulb pump**
  - **Nursing pillow**

# ■ BREASTFEEDING ACCESSORIES

- If you get a few more things...
  - Nipple ointment (not lanolin)
  - Nursing bra and tanks
- Don't get
  - Nipple shields
  - Formula “just in case”

# BREASTFEEDING POSITIONS



football hold



cross-cradle hold



cradle hold



side-lying



# PRENATAL BREASTFEEDING SUPPORT

- Learn about what is normal
- Prepare your family and partner to support you
- Read a book about breastfeeding
- Join an online breastfeeding support group
- Find a local Mommy-baby group
- Prepare meals and snacks ahead
- Find a lactation consultant you can contact
- Breastfeeding friendly pediatrician

# ■ BREASTFEEDING: THE FIRST HOUR

- Skin to skin
- Minimize interventions
- Latch within 45 minutes
- The newborn crawl

# BREASTFEEDING: THE FIRST DAY

- When to feed baby? → Every 1-3 hours
- Which side to start on? → Alternate each time
- How long per feeding? → 40-60 minutes
- When do I sleep? → Between feedings
- Getting help → Nurse, Doula, Lactation consultant

# BREASTFEEDING: THE FIRST DAY

- How often should I feed baby? → Every 1-3 hours
- Is baby getting enough? → Baby's weight and diapers
- My milk isn't coming in → Day 3-5 is normal
- Day/night reversal → Baby sleeps more in the day
- Second night syndrome → Baby is fussy at night

# ■ TAKING CARE OF MOM

- Breast and nipple care
- Sleep
- Nutrition
- Emotional support
- Physical healing

# I DAD/PARTNER AND BREASTFEEDING

- Ways Dad can help
  - Support mom (food, sleep, tidy bedroom)
  - All baby care except feeding
  - House work, laundry, food preparation
- Tips for Dad
  - Milk is liquid gold! Treat every drop well even if you think it went bad
  - Trust Mom's intuition about baby

# I DAD/PARTNER AND BREASTFEEDING

- Why?
  - Separation – work, appointments, exercise
  - Baby isn't transferring early on, need to stimulate supply
  - Build a freezer stash for later
- Pumping Pitfalls
  - Oversupply
  - Poor fit
  - Using pump ineffectively

# ■ PUMPING AT WORK

- Plan to pump every 3 hours
- Prepare: Practice, stash, scheduling
- Your legal rights: Space, Time, Storage, Pay
- Make it efficient: wearable pump, multiple sets of parts, store in one bottle



# DIET, EXERCISE, WEIGHT LOSS

- Fluids: You need 3-4 liters per day
- Protein: a little more than usual
- Calcium: A little more than usual
- Vitamin D: Take a supplement
- Calories: You will burn 300-500 extra/day
- How to lose weight: Exercise, slow diet changes

# ■ BOTTLE FEEDING THE BREASTFED BABY

- Slow flow or preemie nipple
- Paced feeding
- Don't overfeed too much volume
- Use the bottle for suck training

# ■ BLOCKED DUCTS AND MASTITIS

- Painful lumps in the breast
- Gentle massage, ibuprofen, ice pack
- Mastitis: Fever, redness, needs antibiotics

# TAKE HOME POINTS

- Skin to skin
- Feed on demand
- Weigh every few days until baby is gaining well
- Get help if worried
- Believe in yourself, your intuition, and your body!

**Thanks!**

**Colette Wiseman × MOMCOZY**