

# BREASTFEEDING 101

Did you know breastfeeding offers many benefits for you and your baby? For mom, this includes lower risk of post-partum 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/freesupport](https://happyfamilyorganics.com/freesupport)

# 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 60,000**  
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

## NEED FEEDING HELP OFF HOURS?

Our Happy Baby Experts Amazon® ALEXA® skill offers feeding support, hands-free and 24/7! Just say "**ALEXA, open Happy Baby Experts**" to get started.

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