

# breastfeeding



“Breastfeeding is so convenient, you can feed your baby where ever you are.” (Steven)

“Managing to get away on holiday was great. Breastfeeding on the plane and in the airport was no problem.” (Mark)

“I was very proud when my wife was breastfeeding in public.” (Stephen)

NHS North of Tyne - working on behalf of Newcastle and North Tyneside Primary Care Trusts and Northumberland Care Trust



A good start for a healthier life

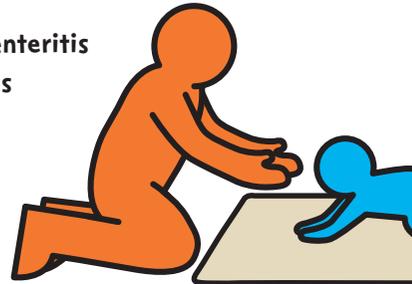
## Benefits of breastfeeding

### For dad:

- Knowledge that your baby is getting the best possible start in life
- It's free
- Less smelly nappies
- Less preparation time - no sterilisation needed
- Less restrictions – no need to rush home to feed baby

### For baby:

- Less likely to suffer from wind/colic
- Reduced risk of diarrhoea and gastro-enteritis
- Reduced risk of ear and chest infections
- Reduced risk of asthma and eczema
- Better mental development
- Reduced risk of diabetes



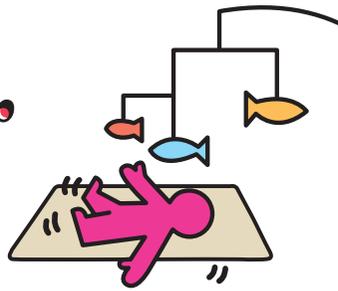
### For mum:

- Reduced risk of breast and ovarian cancer
- Stronger bones in later life
- Can help her to regain her figure faster

## Where can I get support?

Or contact your local midwife or health visitor

# what to expect...



## Your new baby

In the beginning having a new baby is a 24 hour, 7 day a week job, and can be tiring whether your baby is breast or bottle-fed (sometimes known as artificially fed). It is research proven that breastfeeding mums have a better quality sleep than those who bottle-feed. This is due to the stress busting and relaxing hormones produced during feeding. It is natural for a new baby to breastfeed and the milk changes as the baby grows to match baby's needs exactly.

## Hourly feeds are normal

At birth your baby's stomach is very small - about the size of a small marble which increases in size over 10 days to the size of a ping pong ball. They need small, frequent, regular amounts of food. Your baby will need to feed on average 8 - 12 times in a 24 hour period. This may be hourly at times, and often in the early evening.

## The perfect food

Breast milk is perfect for your baby and is easily digested. This is why breastfed babies tend to feed and be awake more often. As a result, evidence shows that they tend to have higher IQs than their bottle-fed counterparts. Your baby will guide you to how often he or she needs to be fed - the more mum feeds, the more milk she will produce for your baby.

## Is baby getting enough?

You will know if your baby is getting enough milk by the number of wet and dirty nappies that you are changing. This will often be after every feed, especially in the early days.

# how you can help if things appear to be going wrong

- Seek support and reassurance by contacting your midwife, local breastfeeding support group or health visitor
- Check your baby is in the most comfortable position when feeding (refer to your 'Birth to Five' book for help) or contact your breastfeeding supporter
- Remember support and encouragement from you goes a long way and is often all that is needed
- Make sure that you and your partner are eating regularly (when you feed mum you are indirectly feeding baby)
- Take your baby out for a walk or try skin to skin contact to help settle your baby and give mum a break
- Share the load - helping with household chores will make a difference
- Just 'being there' if your baby is having an unsettled night can make a difference
- Baby massage can often settle a restless baby, and can be a great way to help with colic (speak to staff at Sure Start Children's Centres or your health visitor about techniques)

When times are tough, switching to bottle feeding may seem like the quick answer BUT be aware that this comes with its own set of problems. The early weeks of breastfeeding can be challenging, but as your experience and confidence grow things will gradually settle down into a routine and become much easier.

**REMEMBER: With breastfeeding you are giving your child the best possible start in life!**