

# Protect Breastfeeding!

## Making plenty of milk.

✓ NO PACIFIERS OR BOTTLES

✓ NO FORMULA (UNLESS MEDICALLY NECESSARY)

When baby is fussy, it's natural to want to calm him or her. It's also natural to wonder if baby gets enough milk from you. Don't worry. Your body was designed to do this! Just keep your baby close and nurse whenever baby shows you he/she wants to nurse.



1

### LEARN YOUR BABY

Watch for your baby's cues. Your breast is where he gets both food and comfort.



2

### TALK WITH FAMILY/FRIENDS

Your champion can tell visitors how pacifiers, bottles, and formula make it harder for baby to breastfeed.



3

### CALM BABY IF HE'S FUSSY

Hold baby skin to skin where baby feels warm and comforted. Works before or after feedings.

## More About Pacifiers

Babies like sucking because it helps them learn about their world. It also releases hormones that make baby feel more satisfied. However, sucking on an artificial nipple can make it harder for you to see baby's feeding cues. This means baby has to wait longer to get what he/she really wants – to be held, fed, and comforted. Instead of a pacifier, try this:

- Remove baby's mittens to see hunger signs
- Rock the baby to calm, or hold him/her skin to skin
- Ask your champion to help calm baby

## More About Nipples

Using a bottle nipple can get in the way of breastfeeding, because the milk flows faster from an artificial nipple. This can make baby upset when he/she goes back to the breast. It can also make him suck the wrong way at your breast and make you sore. Sometimes babies need a little extra milk for a medical reason. Instead of a bottle nipple, try this:

- Feed baby with a dropper or spoon
- Ask your nurse to help with other feeding methods
- Your champion can help feed baby with other methods

# Work With Nature

Your body is designed to make milk. Work with nature by avoiding things that get in the way, like formula, bottle nipples, and pacifiers. If your doctor thinks baby needs a little extra, use your own milk when you can, and feed it to baby in a dropper or spoon.

## More About Formula

Your milk is perfect for your baby! Every golden drop is packed with nutrients that only you can make for your baby. Giving formula changes things. It can cause germs and bacteria to get into baby's tummy more easily. It can also cause you to make less milk. Instead of using formula, try this:

- **Don't Panic if Baby Nurses a Lot**  
Babies need to eat often to grow and gain weight. Many babies "cluster feed" or eat several meals back to back.
- **Offer Both Breasts**  
If baby still seems hungry, offer both breasts. Let baby nurse as long as he/she wants on both sides.
- **Compress Your Breasts**  
Ask your nurse to show you how to use your hands to squeeze your breast while nursing to release more milk.
- **Hand Express Your Milk**  
If baby needs a little extra milk for a medical reason, your nurse can show you how to use your hands to express your own milk to give instead of formula.



## How You (Her Champion) Can Help Mom!

As mom's champion, your role is to encourage her. Use this time together to support mom and show her she's doing a great job!

- **Soothe the baby** when he/she becomes fussy.
- **Ask family and friends to give mom privacy** while she's learning to breastfeed.
- Tell the nurse you want to **avoid formula and pacifiers** during this early learning time.
- **Feed extra milk** the baby might need in a spoon or dropper.

## Benefits of Exclusive Breastfeeding

- Breastfeeding is easier when you avoid formula/bottle nipples.
- Your baby will be more content while breastfeeding.
- You will make more milk when baby gets all of his sucking needs met at your breast.
- You protect your baby from illness, disease, and allergies.

## Your Visual Guide

Use your Coffective app to learn more about how to learn baby's feeding cues!

### Don't have the app?

Just search the app store for "Cffective" and get started!

