

# One Maternity Services

## Third Trimester Breastfeeding and Baby Friendly Patient Education

Congratulations! Thank you for choosing the team at Carolinas HealthCare System to walk alongside you as you welcome your little one into the world. We are here to provide the support you need at every step. Please read through this information and ask your doctor or midwife if you have any questions.



Carolinas HealthCare System

## Steps to Successful Breastfeeding

### Positioning and Latch Techniques

Skin-to-skin contact is very important. Place your baby's bare body on your chest after birth. This helps your baby become familiar with life outside the womb, stay warm, feel safe and start breastfeeding. Your baby can breastfeed in many different positions. Our team of nurses is available to help you get comfortable with breastfeeding. Your baby will get better at breastfeeding with frequent practice.

Helping your baby latch:

- 1 Hold your baby close, with baby's tummy facing your tummy.
- 2 Bring baby up to the level of your breast by putting a pillow under the baby.
- 3 Have your one hand support baby's neck.
- 4 Have your other hand support the breast well behind the areola.
- 5 Have baby's chin pressed into your breast with your nipple just opposite of baby's nose.
- 6 Tickle the baby's upper lip with your nipple to make the mouth open wide.
- 7 Then bring your baby to your breast quickly.
- 8 Baby should latch to the areola, not just the nipple. This will enable baby to get more milk, and reduce the likelihood of developing nipple soreness.

There are many ways to position your baby. Here are four common ways:

### Below your breasts



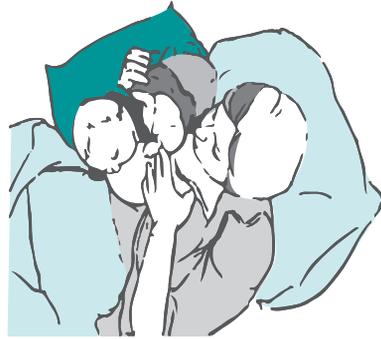
### Across your breasts



### Supported at your side



### Over your shoulder



If you feel discomfort in your breasts during feeding, baby may not have enough breast in his or her mouth. Insert your finger between baby's gums to break suction, then re-latch. Ask your nurse to help you.

### Baby-led Feeding/Feeding On-Cue

This means feeding your baby whenever baby is ready to eat and shows you feeding cues. Feeding cues include: mouth movements, tongue protruding, rooting, hand-to-mouth movements and hand-sucking. Crying is a *late* hunger sign. Feed baby *whenever* baby wants for as *long* as baby wants.

## Risks of Formula Feeding for Babies

- Increased risk of allergies
- Increased risk of heart disease
- Increased risk of diabetes
- Increased risk of obesity
- Increased risk of ear infections
- Increased risk of Sudden Infant Death Syndrome (SIDS)

## Risks of Formula Feeding for Moms

- Increased risk of developing breast cancer
- Increased risk of developing ovarian cancer
- Increased risk of developing osteoporosis
- Increased risk of endometrial cancer
- Increased risk of Type II Diabetes
- Increased risk of cardiovascular disease



## Pain Relief Methods for Labor and Breastfeeding

Some pain medications can cause challenges with breastfeeding. Every mom and every delivery are different. We have many pain relief options available to you, including:

- Healing touch and back rubs
- Birthing balls and walking
- Hot showers and jacuzzi tubs
- Music therapy, movies and distractions
- Rest or sleep

Please talk to your OB/GYN or midwife to discuss the best pain relief options for you.

*Babies need no other food or fluid, including water, for the first six months.*

The American Academy of Pediatrics recommends only breastfeeding for the first six months and continuing to breastfeed as long as you both want.

Breast milk should still be baby's main source of nutrition during your baby's first year.

Breast milk should be offered as the "first course" when solids have been introduced into your baby's diet.

Important fats found only in breast milk help build the brain, eyes and digestive system. The brain and nervous system grow a lot over the next year or two.

## Support

Many resources are available to you, including your doctor, midwife or child's pediatrician, board-certified lactation consultants, your nurses and classes. Your nurses in the hospital have been specially trained in breastfeeding and are there to help and support you.

Here are some resources for you when you go home:

Carolinas HealthCare System offers breastfeeding classes and support in many different locations:

Carolinas Medical Center | 704-355-2229

CMC-Lincoln | 980-212-2500

CMC-NorthEast | 704-403-1275

CHS-Pineville | 704-341-2500

CMC-Union | 704-993-2890

CMC-University | 704-863-5858

La Leche League North Carolina:

[www.lllofnc.org](http://www.lllofnc.org) | 1-877-452-5324

WIC Peer Counseling:

[www.nutritionnc.com](http://www.nutritionnc.com) | 919-707-5800

ROSE (Reaching Our Sisters Everywhere):

[www.breastfeedingrose.org](http://www.breastfeedingrose.org)

Club Milk - Support for expectant and new moms:

[www.CarolinasHealthCare.org/maternityclasses](http://www.CarolinasHealthCare.org/maternityclasses) | 704-355-2229

## Important Phone Numbers and Information:



For more information, please speak with your doctor or midwife and visit:

Baby Friendly USA: [www.babyfriendlyusa.org](http://www.babyfriendlyusa.org)

World Health Organization: [www.who.int/en/](http://www.who.int/en/)

Centers for Disease Control and Prevention: [www.cdc.gov/](http://www.cdc.gov/)

American Academy of Pediatrics: [www.aap.org](http://www.aap.org)

Women Infant Children Program: [www.fns.usda.gov/wic/breastfeeding/mainpage.HTM](http://www.fns.usda.gov/wic/breastfeeding/mainpage.HTM)

Please visit our website and/or ask your doctor or midwife for a brochure of prenatal classes available: [CarolinasHealthCare.org/womens-services-maternity](http://CarolinasHealthCare.org/womens-services-maternity).



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