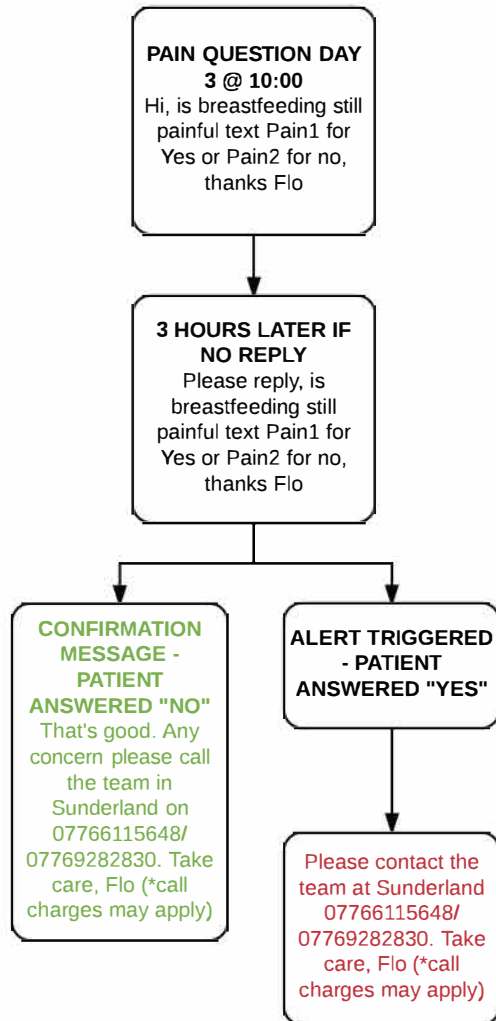


# (E019a) CHSunderland Breastfeeding Support Day 1

# Florence



**SUPPORT AND INFORMATION MESSAGES**

**DAY 0 @ 16:00** Your breasts are already making special concentrated milk called colostrum. Your milk provides special ingredients and antibodies to protect your baby.

**DAY 0 @ 16:01** Skin to Skin contact and regular breast feeds will enable you to produce all the milk your baby needs, Flo

**DAY 0 @ 18:00** If your baby is sleepy this can be from medications you may have had - you may need to wake them & also do some hand expression - ask your midwife for help, Flo

**DAY 1 @ 11:00** Watch your baby for signs that they wants a feed - squirming, smacking lips, sucking fists....

**DAY 1 @ 11:01** How do I know my baby is getting milk? 2 black poos and 2 small wees in 24 hours is fine, Flo

**DAY 2 @ 13:00** It is normal for your baby to be close to you day & night, this helps your baby feel calm & contented. Is Breast feeding painful?

**DAY 2 @ 13:01** Have a look at your Mothers Guide Booklet on Position & Attachment, try different techniques to see what works for you & your beautiful baby. Take care, Flo

**DAY 3 @ 14:00** Your baby's dirty nappies should be changing to a runnier, lighter yellow poo.

**DAY 3 @ 14:01** Have a look in the Mothers Guide and other booklets supplied if you have any questions - there are pictures that show you what to expect, Flo

**DAY 4 @ 11:00** It is normal to feel tired and emotional at this time, so sleep when your baby sleeps and remember skin to skin is calming for you and your baby, Flo

**DAY 4 @ 15:00** Breast feeding can reduce the risk of pain experienced by your baby during painful procedures such as the Heel Prick Test or Immunisations, Flo

**DAY 5 @ 14:00** People may be asking how they can help - ask them to help with cooking and shopping so you can rest, Flo

**DAY 6 @ 10:00** Well done, you've been breastfeeding for 1 week now, keep it going, you are giving to your baby the very best start in life. Flo

**DAY 6 @ 15:00** Breast feeding has helped your baby adapt to the outside world from the womb. Remember Skin to Skin is great, it calms your baby & helps them feel safe, Flo

**DAY 7 @ 14:00** Breastfeeding should be feeling more comfortable now if not contact the breastfeeding team on 07766115648/07769282830, Flo \*Call charges apply

**DAY 8 @ 10:00** You've just given birth-life will be amazing but also overwhelming. Your first priority will be your baby, but don't forget yourself. Need time, ask for help, Flo

**DAY 8 @ 15:00** Your baby will go through their first growth spurt around now. Feeding patterns may change & be more often. Try to relax & respond to your baby's needs, Flo

**DAY 9 @ 14:00** Try to feed your baby before they cry, for as long as & whenever they want, this will help you make the milk they need...

**DAY 9 @ 14:01** Worried about going out breastfeeding - ask the Bosom Buddies for tips on where to go and what to wear, Flo

**DAY 10 @ 13:00** Frequent feeds means time to sit down & get to know each other. If you worry your baby is not getting enough milk - count their wees & poos in 24 hours, Flo

**DAY 11 @ 14:00** Get helpful & friendly support from the experts - other breastfeeding mums. It's good to talk - join a group or follow us on Facebook@Sunderland Bosom Buddies, Flo

**DAY 13 @ 11:00** Well done, you've been breastfeeding for 2 weeks, keep it going, Flo

**DAY 13 @ 18:00** Breast feeding means you always have the best food ready at the right temperature, your hormones help you to get back to sleep after night feeds too, Flo

**DAY 14 @ 15:00** When someone visits you and the baby and asks "Do you need anything?" say "yes!" Less time walking the dog or cleaning mean more time with your baby, Flo

**DAY 15 @ 13:00** Breast milk contains special ingredients and antibodies that help to protect your baby from infection and diseases, Flo

**DAY 17 @ 13:00** Breastfeeding naturally uses about 500 extra calories a day, so mums who breastfeed often find it easier to lose their pregnancy weight, Flo

**SUPPORT AND INFORMATION MESSAGES CONT.**

**DAY 20 @ 10:00** Well done, you've been breastfeeding your baby for 3 weeks now, keep it going! Flo

**DAY 20 @ 14:00** Your baby will go through their next growth spurt around now, this can last a few days...

**DAY 20 @ 14:01** Their feeding pattern may change and they will feed frequently. It is important to relax and respond to your baby's needs, Flo

**DAY 21 @ 15:00** If you breastfeed your baby for 4 weeks, you will have eased them through the most critical part of their life. Well done! Flo

**DAY 22 @ 14:00** Mums who breastfeed have a lower risk of developing breast cancer, Flo

**DAY 23 @ 10:00** Are you wondering why your baby needs you more at night? You could meet other breastfeeding mums at Bosom Buddies and ask them...

**DAY 23 @ 10:01** To find your nearest group Like our facebook page Sunderland Bosom Buddies, Flo

**DAY 24 @ 15:00** Breastfed babies are less likely to be hospitalised with vomiting and diarrhoea. They're less likely to suffer chest infections too, Flo

**DAY 27 @ 14:00** Well done, you have been breastfeeding your baby for 1 month now, keep it going! Flo

**DAY 28 @ 10:00** Have you thought about going along to Bosom Buddies, to find your local group Like us on facebook - Sunderland Bosom Buddies, Flo

**DAY 29 @ 12:00** Breast Feeding saves time sterilising and making up bottles, plus it saves you money! Flo

**DAY 30 @ 15:00** Breastfed babies feed according to their needs and hunger. Breast milk changes and adapts to the growing needs of your baby, Flo

**DAY 32 @ 14:00** Mums who are breastfeeding are more aware of their baby's needs & give you an overwhelming sense of achievement. Well done, Flo

**DAY 34 @ 11:00** Well done, you have been breastfeeding your baby for 5 weeks now, keep it going! Flo

**DAY 35 @ 14:00** Breast milk makes your baby's digestive system more acidic, this prevents harmful bacteria thriving, Flo

**DAY 35 @ 14:01** Breastfeeding mums are less likely to suffer from postnatal depression too! Flo

**DAY 36 @ 10:00** Is your baby grumpy sometimes - be patient - they are learning how to smile, Flo

**DAY 38 @ 13:00** Breastfeeding helps you and your baby to get closer physically and emotionally. So while you are feeding your baby, the bond between you grows stronger, Flo

**DAY 41 @ 14:00** Well done, you have been breastfeeding your baby for 6 weeks now, keep it going! Flo

**DAY 42 @ 15:00** Make breast feeding a special time, that first real smile is one of the sweetest early milestones you and your baby will experience. **DAY 42 @ 15:01** You can encourage Baby to smile with your own smiles, silly faces and fun songs, Flo

**DAY 43 @ 14:00** Your baby will be going through their next growth spurt around now - feeding patterns may change & be more frequent. Just relax & respond to their needs, Flo

**DAY 44 @ 10:00** If you are still nervous about feeding out and about - why not pop along to Bosom Buddies - and see how other mums manage, Flo

**DAY 45 @ 12:00** Breast milk contains special ingredients and antibodies that help to protect your baby from infection and diseases.

**DAY 45 @ 12:01** The size of your breast is unrelated to the amount of milk they produce, Flo

**DAY 46 @ 14:00** Breastfeeding naturally uses about 500 extra calories a day, so mums who breastfeed often find it easier to lose their pregnancy weight, Flo

**DAY 48 @ 13:00** Well done, you have been breastfeeding your baby for 7 weeks now, keep it going! This is your last message, hope you found them helpful, Flo