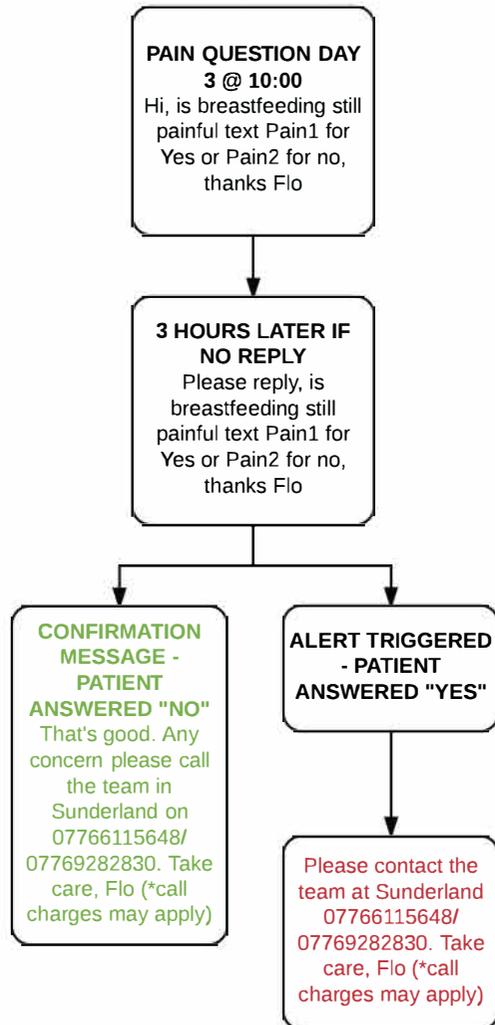


(E019a) CHSunderland Breastfeeding Support Day 1

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 mams 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 mams 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