



# Breastfeeding Awareness



**TEXAS  
TEN STEP  
PROGRAM**

*Breastfeeding – the first step  
toward a healthy life*

# WHAT IS A TEN STEP HOSPITAL?

A Ten Step Program Hospital is a hospital that utilizes 10 steps to help families achieve breastfeeding success.

Doctors Hospital is a Proud Member of the Texas Ten Step Program!



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# SUCCESSFUL BREASTFEEDING

## BEGINS WITH...

- Initiation of skin-to-skin after delivery
- Initiating latch as early as able
- Rooming In (baby always in room)
- Avoiding supplementary feedings (unless medically indicated)
- Limiting pacifiers and swaddling (during feedings)
- Asking for Help!



# BENEFITS OF BREASTFEEDING

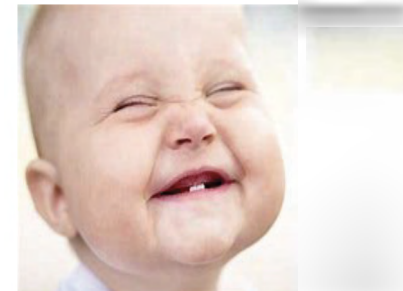
## FOR MOM

- Helps with uterine contraction
- Prevent bleeding
- May reduce risk of depression
- Enhances bonding
- May reduce risk of breast/ovarian cancer, diabetes, and high blood pressure



## FOR BABY

- Ideal Nutrition (no two alike)
- Antibodies
- Reduces risk of SIDS
- Optimal brain development
- May reduce risk of ear infections, respiratory and/or GI issues, certain leukemia, allergies



# COLOSTRUM FACTS

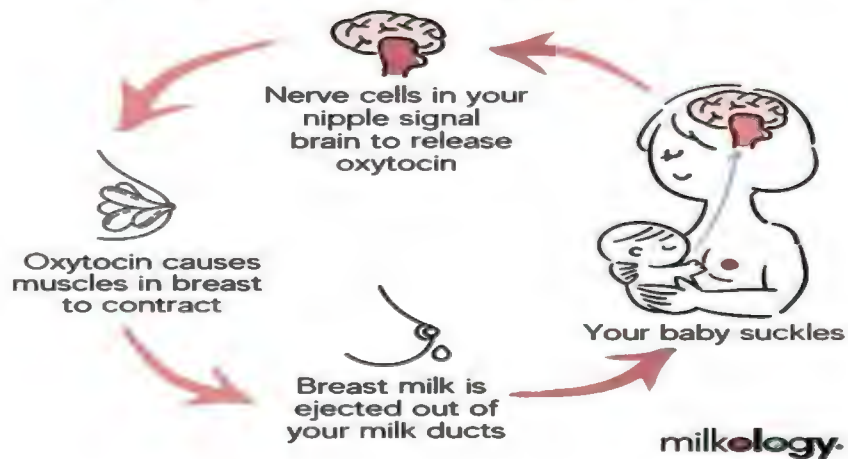
- Producing since 16 weeks
- Low in fat/ High carbs, proteins, and antibodies
- Has laxative effect to help pass meconium
- Defends baby against infections or illness
- Coats baby's GI tract
- Considered first immunization (sIgA)
- Frequent removal to transition to mature milk



# BREASTFEEDING PROCESS

Feed on demand, frequently with no limits

## YOUR MILK LETDOWN



With proper and effective breastfeeding on demand, colostrum eventually transitions to transitional breastmilk about day 4 and mature milk 2nd week





# START WITH SKIN-TO-SKIN

Indicated at first hour after birth and can do any time!

- Aids in regulating temperature
- Aids in regulating blood sugar levels
- Aids in regulating breathing
- Calming for baby & mommy
- Encourages sleep
- Better GI health and Immunity
- Enhances bonding
- Assists in breastfeeding



# NEXT CONSIDER POSITIONING

- Cradle Position: Most easy, common
- Cross Cradle: Best for preterm babies or babies with weak suck
- Football: Best for C/S moms, moms with large breasts and/or flat/inverted nipples
- Laid Back: Most relaxing, allows baby-led feedings
- Side Lying: Ideal for C/S moms, allows rest
- There are other positions but these are common





# IT'S ALL IN THE LATCH

## Good Latch (Wide Mouth)

- Strong pull
- Consistent suckling, few pauses
- Audible swallows
- Good weight gain

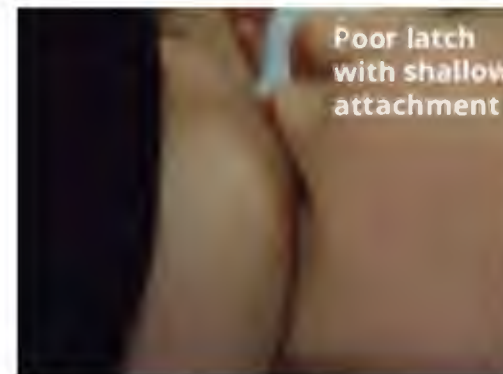
Ensures milk transfer; content baby; good supply



## Poor Latch (Shallow)

- Pain during feeding
- Inconsistent
- Clicking noises
- Poor weight gain

May cause pain and issues with engorgement down the line; may affect supply



# HOW TO TELL IF BABY IS GETTING ENOUGH

## Ensuring proper latch is key

- Feed on demand
- Contentment of baby
- Proper weight gain



If baby struggles with being content after feedings, is constantly sleepy or frequently irritable REACH OUT!



## Voids/Stools

- Add 1 void/stool for every day of life
- Day 1 (1 void/ 1 stools) (black/meconium)
- Day 2 (2 voids/2 stools)
- Day 3 (3 voids/ 3 stools)
- Day 4 (4 voids/ 4 stools)
- Day 5 (5 voids/5 stools) (may be yellow/seedy)
- Day 6 (6 voids/6 stools)

After about 6 days, babies will continue to have several wet diapers and 1 or more stools a day

# SLEEPY/UNWILLING TO LATCH

- It is normal for baby to be sleepy the first 24 hours
- Do not put baby on feeding schedule but do continue to insist
- If baby is too sleepy after several attempts, hand expression of breastmilk to feed should be done until baby more wakeful and willing; at least every 2-3 hours to provide



# CLUSTER FEEDING EXPLAINED

What is  
**CLUSTER FEEDING?**



Cluster feeding is when a baby spaces nursing sessions closer together at certain times of the day and goes longer between feedings at other times. This is normal.

If a baby stays on the breast for a day or days at a time, especially without happy, alert times in between, it is NOT cluster feeding. This is not normal.



Breastfeeding questions or concerns?  
Find your local LLL Leader at [llusa.org](http://llusa.org)

How can I get through it?

- Skin-to-Skin
- Continue to offer breast
- Assure proper latching
- Nap when baby does
- Get Help!

Cluster feeding occurs first few days and during growth spurts!

<i>Cluster Feeding</i>	<b>VS.</b>	<i>Low Milk Supply</i>
Baby nurses frequently at <b>CERTAIN</b> periods of the day (typically late afternoon or evening)		Baby is wanting to feed <b>MOST</b> of the day/night
Baby is fussy at <b>CERTAIN</b> times of the day		Baby is fussy <b>MOST</b> of the day and immediately after <b>MOST</b> feedings
Baby is fussy at the breast at <b>CERTAIN</b> periods of the day		Baby is nursing for an hour or more at <b>MOST</b> feedings
Baby has plenty of wet and dirty diapers		<b>Not enough</b> wet and dirty diapers
Baby is gaining weight well		Baby is <b>not</b> gaining weight
		Baby is awake all the time or very sleepy all of the time



# WHEN CAN PUMPING START?

While in the hospital, latching of the baby should be the first goal in the breastfeeding process. There may be instances where that may not happen so hand expression and/or pumping is the next best thing! Pumping should best be considered after 2 weeks once breastmilk is better established.



## Times you may need to pump sooner:

- Baby is in the NICU/Premature
- Baby is excessively sleepy
- Baby has low muscle tone/weak suck
- Baby has a genetic disorder and latching is difficult
- Baby has cleft palate and unable to latch (although many can!)





# DECIDING ON A PUMP

Check with your insurance provider!

## MANUAL PUMPS



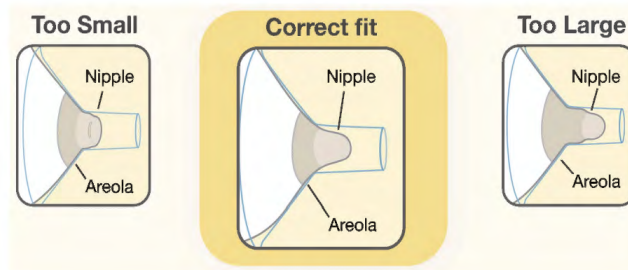
## ELECTRONIC PUMPS



# PUMPING

## Prepare to Pump

- Wash hands
- Wear supportive nursing bra
- Get comfortable
- Keep hydrated
- Ensure flange size



## Pumping Routine

- Pump every 2-3 hours like a baby would feed
- Initially pump for at least 15-20 minutes while you are producing colostrum
- Pumping time may increase as more breastmilk is produced; pump till empty



# TIPS TO INCREASE SUPPLY

## Baby/Hand/Pump! Stimulation is Key!

- Warm compress
- Massage breasts
- Increase skin-to-skin holding time
- Feed baby on demand
- Stay hydrated
- Eat healthy
- Galactagogues (find what works for you; research!)
- Avoid Stress!



## Avoid!Avoid!Avoid!

- Decongestants (pseudoephedrine)
- Antihistamines
- Smoking
- Severe weight loss
- Mints, parsley, sage
- Take lowest dose if absolutely need to take it
- If going on birth control check with your OB



\*Always check with your doctor when starting a new medication; ask about breastmilk compatibility\*

# FATHERS/SUPPORT PERSON

## How can you support the breastfeeding mother?

- Talk out breastfeeding plan with mother before delivery; share your role
- Skin-to-Skin time with baby
- Help with baby care
- Help with chores at home
- Ensure mother is well hydrated, eating
- Encourage mother
- Help mother find times to rest
- Defend mother's choice
- Learn breastmilk storage guidelines



# WHAT ARE YOUR RIGHTS?

## TX Breastfeeding Laws: At Work

- The Texas Department of Health is required to provide recommendations that support workplace breastfeeding rights. In addition, they keep a record of businesses that have been designated “mother-friendly” (have a lactation policy, allow for flexibility, a private place to pump). But only public employers are required by law to provide lactation accommodations to public employees. Read the law: HB 786
- All other working mothers in Texas are protected by the Fair Labor Standards Act (FLSA) if they are a non-exempt (hourly) employee. Under this federal mandate, breastfeeding employees are entitled to reasonable break time and a private space (other than a bathroom) to pump at work for one year following their child’s birth.

## In Your State



### **Breastfeeding: THE LAW**

*Chapter 165,  
Texas Health and Safety Code*

A mother is entitled to breastfeed her baby  
in any location in which the mother is authorized to be.



# TAKE AWAY

## REMEMBER:

Breast milk is the best nutrition you can provide to your baby. Although providing breast milk is considered natural it does not come naturally for everyone. Please reach out!

- Breastfeeding is a process
- Take one day at a time
- Set small/short term goals
- Take time for yourself



# RESOURCES

## Websites:

- [BreastmilkCounts.com](http://BreastmilkCounts.com)
- [BreastfeedingMadeSimple.com](http://BreastfeedingMadeSimple.com)
- [CadaOnzaCuenta.com](http://CadaOnzaCuenta.com)
- [Kellymom.com](http://Kellymom.com)
- [Illi.org](http://Illi.org)
- [aap.org](http://aap.org)
- [cdc.gov](http://cdc.gov)
- [wicbreastfeeding.fns.usda.gov/dads](http://wicbreastfeeding.fns.usda.gov/dads)

## Local Places & Hotlines:

- Doctors Hospital Lactation Dept.
- Laredo Health Department
- WIC (Laredo Locations)
- WIC Baby Café (Santo Nino)
- La Leche League Laredo 956-877-2299
- 1-800-514-MOMS (6667) (Texas Breastfeeding Hotline)
- 1-877-452-5324 (LaLecheLeague)
- 855-550-6667 (Texas Lactation Hotline)

\*Although there are helpful Facebook, Instagram, and TikTok etc. posts/pages; please seek out credible sources\*

# QUESTIONS???

Before starting my  
breastfeeding journey i  
wish i knew...

