



# Breastfeeding Begins Before Birth

## Gather Your Breastfeeding Team

Everyone needs help as a new breastfeeding parent. Before you deliver, locate those who can help you get started.

- ✓ Friends who have breastfed before
- ✓ Family member
- ✓ Obstetrician/Midwife
- ✓ Pediatrician
- ✓ Lactation Consultant
- ✓ WIC counselor
- ✓ Peer Support Group

## Learn About Breastfeeding

- ✓ Read a breastfeeding book/brochure
- ✓ Attend a breastfeeding class or peer support group
- ✓ Ask about things you have heard that you might wonder about or might be untrue
- ✓ Learn about the Baby Friendly Hospital Initiative and how it will help you get started with breastfeeding
- ✓ Access additional helpful resource sheets <https://www.lactationtraining.com/resources/educational-materials/handouts-parents>

## Key Points

- ✓ Hold your baby skin-to-skin right after birth until the first feed
- ✓ Delay common procedures until the first feeding is done (newborn weight, eye treatments, vitamin K)
- ✓ Keep your baby in your hospital room around the clock (rooming-in)
- ✓ Feed your baby around the clock whenever you see feeding cues (at least 8 times per 24 hours)
- ✓ Plan for quiet time without visitors during your hospital stay
- ✓ Do not use pacifiers; offer your breast if your baby is fussy or wants to eat
- ✓ Use no supplemental bottle feedings unless your healthcare provider says there is a medical reason
- ✓ Do not accept samples of formula or other items that might distract from breastfeeding

