



The First 72 Hours: A Breastfeeding Guide for New Moms

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What to Expect

The first 72 hours matter more than you think. Your body is laying the foundation for your milk supply.

Normal:

- Frequent feeding (8–12+ times per day)
- Baby wanting to stay at the breast
- Small amounts of colostrum (this is enough)

Cluster feeding is not a sign of low supply.

Feeding Goals

- Feed at least every 2–3 hours
- Watch your baby, not the clock
- Keep baby actively sucking

Signs baby is feeding well:

- You see or hear swallowing
- Baby seems relaxed after feeds
- Wet diapers are increasing daily

Latch Basics

A good latch should:

- Feel like tugging, not pinching
- Baby's mouth wide open
- Lips flanged outward

If you feel pain, something needs adjustment.

Milk Supply Foundation

Your supply is built by:

- Frequent stimulation
- Effective milk removal

Common mistakes:

- Waiting too long between feeds
- Not addressing latch early
- Assuming low supply too soon

When to Ask for Help

- Pain continues beyond first seconds
- Baby is sleepy or not feeding well
- You're unsure if baby is getting enough
- Something feels off

Trust your instincts.

You're Not Doing This Wrong

Breastfeeding can feel overwhelming at first.

It doesn't mean your body is failing or your baby isn't capable. It means you need support, not pressure.

Want More Support?

My Breastfeeding Foundations Course walks you through milk supply, latch, pumping, bottles, and troubleshooting.

Start here:

<http://ashleyshapirolactation.com/courses>

