

POSITIONING & LATCHING

SUPPLY & DEMAND

SUPPORT

FIRST 48 HOURS

BIRTH

IMPORTANCE OF BREASTFEEDING



Watch other mothers breastfeeding their babies!
 Feed baby in any comfortable position.
 Here are some hints if having difficulty:

- Sit upright
- Keep your back straight
- Baby should be fully turned to face you
- Baby's nose should be at your nipple
- Wait for a big wide mouth
- Bring baby firmly but gently to you, so his/her lower lip and chin touch the breast first – well below the nipple
- Relax
- Listen for swallowing



NZBA

Baby Friendly Aotearoa
New Zealand

www.babyfriendly.org.nz



EXPRESSING BREASTMILK

If baby is unable to breastfeed at any time, it is very important to express breastmilk to establish and maintain milk supply. Hand expressing is an important skill to learn. Lead Maternity Carer's or facility staff will teach you to do this.

Colostrum is best expressed by hand. A few drops of colostrum expressed regularly and frequently, will help establish a good milk supply - when a breastpump can be used if required.