

## All your baby needs

*It is important to feed your baby whenever he seems hungry.* This will make sure you produce plenty of milk to meet his needs. That's because each time he feeds, messages are sent to your brain, which then sends signals to your breast to produce more milk.

### More feeding = More signals = More milk

*Breastmilk contains all the food and water your baby needs.* Giving other food or drink could be harmful and may also make him less interested in breastfeeding. If you give your baby a bottle:

- he may be at greater risk of infection
- he will be at greater risk of developing allergies if you have a family history of allergy
- you may produce less milk for future feeds
- sucking on a teat (or a dummy) may make it more difficult for him to latch on to your breast properly

After your baby is born, your midwife will be able to show you how to express your breastmilk. This will allow someone else to feed him if you are not there (for example, if you go out for an evening or if you go back to work).

## Who to ask for more information

Your midwife or health visitor will be able to help if you need any more information about feeding your baby. She can also give you the telephone number of your local trained breastfeeding counsellors (a space is provided on the back page of this booklet). Alternatively, their national offices can give you this information:

National Childbirth Trust, Alexandra House, Oldham Terrace, London W3. 0870 444 8708.

Breastfeeding Network, PO Box 11126, Paisley PA2 8YB. 0870 900 8787.

La Leche League, BM 3424, London WC1N 3XX. Tel: 020 7242 1278.

Association of Breastfeeding Mothers, PO Box 207, Bridgwater TA6 7YT. 020 7813 1481.

Breastfeeding is the healthiest way to feed your baby. It is possible, but difficult, for mothers to reverse a decision not to breastfeed or to re-start breastfeeding once they have stopped. Introducing partial bottle feeding will reduce a mother's breastmilk supply. Breastfeeding mothers do not need to eat any special foods but it is recommended that, just like everyone else, they follow a healthy diet.

## UNICEF and the Baby Friendly Initiative

The United Nations Children's Fund, UNICEF, is working globally to help every child reach his or her full potential. We work in more than 160 countries, supporting programmes to provide children with:

- improved health and nutrition
- safe water and sanitation
- education



UNICEF also helps children who need special protection, such as child labourers and victims of war.

**UNICEF's Baby Friendly Initiative** works with hospitals, health centres and GP surgeries. Our aim is to help them provide a high standard of care so that pregnant women and new mothers get the support they need to breastfeed successfully. We encourage hospitals, health centres and GP surgeries to improve their services in

To make a credit card donation to UNICEF, call

**08457 312 312**

(Charged at local rate. Lines open 24 hours. Please quote 'BFI'.)

line with international best practice standards. Those that do so can apply for the prestigious 'Baby Friendly' award from UNICEF and the World Health Organisation. To find out more, visit our web site at [www.babyfriendly.org.uk](http://www.babyfriendly.org.uk)

Information on support for breastfeeding available locally:

More information on breastfeeding and expressing breastmilk is included in our leaflet 'Breastfeeding Your Baby' - see [www.babyfriendly.org.uk](http://www.babyfriendly.org.uk) or call us on 020 7312 7652. This leaflet is produced by UNICEF Enterprises Ltd, a company which covenants to pay all its net profits to UNICEF. Printing of the leaflet in English is funded by the Baby Welcome Programme (01737 213161). For more information about UNICEF's work worldwide, or to make a donation, contact: UNICEF, Room BFI, Freepost, Chelmsford CM2 8BR. UNICEF is a Registered Charity, No. 1072612.

**Baby  
Welcome**

supporting breastfeeding and  
the Baby Friendly Initiative

## Feeding Your New Baby



UK BABY FRIENDLY INITIATIVE

Important information for mothers-to-be



unicef

## Introduction

Choosing how to feed your new baby is a very important decision as it can have an effect on both your baby's health and your own. This leaflet gives you some information about the benefits of breastfeeding for you to consider before you make up your mind. There are also tips to help get breastfeeding off to a good start and information about the support you can expect from your midwife and, later on, your health visitor. Your baby is referred to as 'he' in order to avoid confusion.

Breastmilk contains antibodies to protect your baby from infection. It also protects your own health. For the first 6 months, your baby will benefit most from having only your milk. He will get all the food and drink he needs and be protected against a range of illnesses. After this age, continuing to breastfeed while your baby is being introduced to other foods will have benefits for both of you, especially during his first year. You can carry on breastfeeding for as long as you both wish.

**YOUR breastmilk is perfect for YOUR baby and adapts to meet your baby's changing needs.**

## A good start

No matter how you choose to feed your baby, spending some time quietly holding him in skin-to-skin contact straight after the birth is very important because it:

- helps to calm your baby and keeps him warm
- steadies your baby's breathing
- gives you time to bond with your baby

It also helps get breastfeeding off to a good start.



NANCY DURRELL MCKENNA

Provided you and your baby are both well, you will be able to hold him straight away. Usually, the midwife will dry him quickly and then give him to you. A blanket over both of you will help keep your baby warm.

If you have a Caesarean delivery, or if you have to be separated from your baby for a while after the delivery, you will both still benefit from skin contact as soon as you are able.

## The first days

Colostrum - the milk you will produce in the first few days - is full of antibodies to protect your baby against infections. You will produce the right amount to meet your baby's needs.

*Your midwife will show you how to hold your baby for feeding and how to make sure that he attaches properly to the breast. This is very important as it will help you both to breastfeed successfully - most of the problems experienced by breastfeeding mothers in the first few weeks (sore nipples, for example) happen because the baby is not attached to the breast in the best way.*

In hospital, your baby will sleep next to you. That way you will get to know him well and will quickly know when he needs feeding. This is especially important at night when you can feed him as soon as he's ready without either of you being disturbed too much.

## Breastfeeding's World of Benefits

