

## Obstetrics and Gynaecology

# Breastfeeding – Parents' Guide

We support the right of all parents to make informed choices about infant feeding. All our staff will support you in your decisions. We believe that breastfeeding is the healthiest way to feed your baby and we recognise the important benefits that breastfeeding provides for both you and your child. We therefore encourage you to responsively breastfeed your baby.

Feeding responsively means a two-way reciprocal relationship between mother and baby where each respond to each other's needs. Mother responds to early feeding cues displayed by the baby, or baby is offered a feed if the mother's breasts become full and uncomfortable. This strengthens their relationship, helps with early bonding, baby brain development and increases the hormones 'prolactin' and 'Oxytocin', which induce calmness and lactation.

### Ways in which we can help you to breastfeed successfully

- Staff have been specially trained to help you breastfeed your baby.
- During your pregnancy you can discuss breastfeeding on a one to one basis with your midwife or health visitor who will answer any questions you might have.
- We encourage you to hold your baby in skin to skin contact as soon as possible after the baby is born. Staff will support you with this and your first breastfeed.
- A midwife will assist and advise how to put your baby to the breast correctly and help with feeds in the early days.



## Patient Information

- We will teach you effective techniques in how to hand express your breast milk and give you written Information explaining the importance of regular stimulation of the breast tissue to ensure a good milk supply for the days ahead.
- We strongly recommend that you keep your baby with you at all times including night-time so that you can respond to your baby's needs and build a two-way reciprocal relationship.
- We do not have a nursery facility to look after babies at night and babies will not be separated from their mothers. Separation will only occur where the health of either the mother or the baby prevent care being offered together.
- We will give you advice and current national guidance about bed sharing.
- We will encourage you to feed your baby when he or she shows signs of hunger. Your midwife will advise you on how to recognise early feeding cues and assist if you are having any difficulties.
- We strongly recommend that you avoid using teats, dummies and nipple shields unless clinically indicated. This is because they could make it more difficult for your baby to learn to breastfeed and for you to establish a good milk supply.
- Babies do not need to be given anything other than breast milk up to the age of six months of age.
- If your baby requires anything other than breast milk it will be for clinical need and only with your informed consent. Staff will explain the reasons why this is necessary and it should only be a temporary measure whilst your milk supply is assisted to increase.
- We welcome breastfeeding in all areas of our premises, where ever you feel comfortable. We also have an Infant feeding lounge with mood lighting to help with relaxation to increase the hormones that produce your milk – so please utilise these facilities if you wish.
- We will give you contact numbers and information about where you can get help and support about breastfeeding when you leave hospital.

## Patient Information

### Useful contact numbers

The following numbers will automatically connect you to a local breastfeeding support person if you are using a land line.

**La Leche League** 0845 1202918

**National Childbirth Trust** 0300 330 0771

**Breastfeeding Network** 0300100 0210

**Association of Breastfeeding Mothers** 08444 122 949

**National Breastfeeding Helpline** 0300 100 0212

### Local Support Contacts

**Coventry Infant Feeding Support Team** 07904 984 620

**Baby Buddy App (available on Apple and Android devices)**

The Trust has access to interpreting and translation services. If you need this information in another language or format please contact the Infant Feeding Lead Midwife on 024 7696 7369 and we will do our best to meet your needs.

The Trust operates a smoke free policy.

#### Document History

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