

## Successful breastfeeding happens when:

- At birth, newborns are placed skin-to-skin with their mothers to promote bonding and facilitate the first breastfeeding to occur when the infant is alert and the rooting/sucking reflexes are strong.
- Mother and babies remain together 24 hours a day to learn feeding cues, infant feeding patterns, and breastfeeding is allowed to take place "on demand."
- Mothers are instructed on the importance of, and technique involved in, achieving a proper latch.
- Mothers are educated on positioning, age appropriate elimination patterns, how to assess infant to see if adequately nourished, and reasons to contact a physician.
- Mothers are educated regarding milk expression, engorgement, and nipple care.
- Frequent breastfeedings are encouraged to prevent

- weight loss, prevent newborn jaundice, and to help ensure an adequate milk supply.
- Pacifiers are not given to infants until breastfeeding is firmly established because this can hinder the latching process and decrease the number of breastfeedings the newborn receives.
- Infants are not given any formula supplements unless medically indicated. Frequent breastfeedings—sometimes "cluster" feedings—are normal newborn behavior and are encouraged. If supplements are needed, they will be given by cup and other non-bottle methods.
- Mothers are given and encouraged to utilize the many breastfeeding information resources available including classes, written materials, videos, Public Health Nurses, support groups, and other community assistance.

We are here and available to help you develop a successful and satisfying breastfeeding experience.

