

I've got what it takes to breastfeed!

- The desire to breastfeed.
- The desire to learn as much as possible in preparation for my child's birth.
- The commitment of my partner and family to support my decision.

There are breastfeeding resources available if I require support:

- Books e.g. *Bestfeeding* by Renfrew et al, or *Dr. Jack Newman's Guide to Breastfeeding*.
- Prenatal classes which include breastfeeding information.
- Mother support groups such as La Leche League and others, where I can learn from successfully breastfeeding women.
- Health workers especially trained to help us breastfeed if extra support is necessary.

Find your local breastfeeding resources by contacting:

- Public health nurses
- Mother support groups
- Your local hospital

Write the contact information of these resources down under 'My Important Contacts' on the other side of the page.

My plan is:

- To hold my baby skin-to-skin right after delivery.
- To allow my baby to suckle as soon as possible after delivery – preferably within the first hour.
- To keep my baby with me at all times.
- To breastfeed on demand - as often as possible in the first few days.
- To avoid breastmilk substitutes, bottles and teats as these may jeopardize breastfeeding.
- To use available resources to ensure continued breastfeeding support.

"I've got what it takes to make a healthy baby":

- ***I have knowledge***
- ***I have support***
- ***I have a plan***
- ***I know my rights***

I know that...

- Nearly all women can breastfeed.
- The hormones that sustain pregnancy also prepare my body to produce breastmilk.
- No preparation of my breasts is necessary - normal daily hygiene is all that is required. Avoid harsh soaps and lotions.
- If breastfeeding is delayed for any reason:
 - *I can express breastmilk every few hours to stimulate production.*
 - *I can ask that my baby be fed my breastmilk by tube or by cup until she can be breastfed.*
 - *Banked breastmilk is the best alternative to my milk.*
- Infant formula increases health risks for my baby.
- Breastfeeding anytime and anywhere is my right.

My Important contacts:

General Information:

The nearest mother support group:

Breastfeeding Hotline:

Others:

The 10 Steps to Successful Breastfeeding

The following recommendations are from the joint World Health Organization /UNICEF Statement for Protecting, Promoting and Supporting Breastfeeding: The Special Role of Maternity Services.

Every facility providing maternity services and care for newborn infants should:

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within a half-hour of birth.
5. Show mothers how to breast-feed, and how to maintain lactation even if they should be separated from their infants.
6. Give newborn infants no food or drink other than breastmilk, unless medically indicated.
7. Practice rooming-in: allow mothers and infants to remain together 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no artificial teats or pacifiers (also called dummies or soothers) to breast-feeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

We are Breastfeeding...



It is a woman's right to breastfeed and a baby's right to the best food available – mother's milk.

The World Health Organization and UNICEF recognize breastfeeding as the best way to feed babies. The International Code of Marketing of Breast-milk Substitutes and subsequent, relevant Resolutions of the World Health Assembly outline the best possible practices to protect, promote and support breastfeeding. The following guide is based on these recommendations and may help you on your way to breastfeeding success.

For more information see:
www.infactcanada.ca

