

To celebrate World Breastfeeding Week 1st - 7th August 2017
Midwifery and Health Visiting teams, Neonatal Unit, Breastfeeding Charities, Children's Centres and the City Council are working together to support breastfeeding mums and babies.

Midwifery teams-

- Supporting mums to express their colostrum in late pregnancy for babies who are likely to need extra support
- Flow charts available to support mums who's babies are reluctant to breastfeed
- Breastfeeding training package for midwifery staff - BURP
- Breastfeeding diary available for mums
- Antenatal teaching sessions for expectant parents by our Breastfeeding Champions
- New breastfeeding information in antenatal notes
- Breastfeeding Babes drop-in support group
- Community drop-in support groups
- Responsive feeding encouraged - see posters
- Breastfeeding journey discussed at the booking appointment
- Tongue-tie service and tongue-tie team meetings for practitioners



Neonatal Team – There is a team of infant feeding advisors on the neonatal unit who support mums to express and breastfeed. They support mums on the antenatal ward and labour ward as well as the neonatal unit. Breastfeeding advice and colostrum packs are available to mums antenatally in anticipation of neonatal admission. The Neonatal Unit is working towards UNICEF Baby Friendly Initiative

The Fourth Trimester -

The first 3 months of life is a time for peaceful and patient transition to life outside the womb. A baby in the womb has never experienced hunger, has been gently rocked by the mother's movement and always listened to the comforting reassurance of her heartbeat. To support this transition there are a couple of things you can do:

- Offer the breast regularly - breastfeeding is a wonderful source of comfort as well as providing nourishment
- Have lots of cuddles with your baby, skin to skin is wonderful during this period, consider using a sling
- Let go of schedules and routines, your baby will tell you what he/she needs
- Let go of sleep expectations, your baby will want to breastfeed regularly throughout the night, sometimes cluster feeding and will not know the difference between day and night
- Share a room with your baby, sleeping when they do



Breastfeeding in and around Southampton
– every day counts

