

## Infant Feeding

Our Maternity Services achieved UNICEF Baby Friendly Initiative accreditation in 2016. We believe it is important to support women and their families in their baby feeding choices, and in building a close and loving relationship with their baby.



### During Pregnancy

During pregnancy, your baby's brain is growing quickly and you can help this development by taking some time out to relax and talk to him/her, to stroke your bump and maybe play some music to him/her. Encourage other family members to do the same.

The Shrewsbury and Telford Hospital NHS Trust run regular breastfeeding workshops and to help pregnant women and their families prepare for feeding and caring for their new baby. We strongly recommend attending however you think you might feed your baby. To book please ask your Community Midwife for details.

### Skin-to-Skin Contact

When your baby is born hold him against your skin as soon as possible and for as long as you want. Skin-to-skin contact is a lovely way to say hello. Some mothers do not decide how to feed their baby until after birth. When your baby is born, skin-to-skin contact and holding your baby can make you feel differently, so it is a good idea to keep an open mind. However you decide to feed your baby, we encourage all mothers to have skin-to-skin contact with their baby. Skin-to-skin contact can:

- be relaxing for you and your baby
- encourage your baby to feed
- regulate your baby's breathing, heart rate and temperature
- protect your baby from infection
- help maintain your baby's blood glucose level
- help you to bond with your baby

As baby relaxes he will begin to search around for your breast making tiny mouthing and head bobbing movements. If you decide to breastfeed let your baby take his time to seek out and find your breast as he is learning exactly what to do to get that valuable first feed. You may decide to only give your baby one breastfeed but this still has many benefits for your baby.

If you choose to bottle feed this is a good time to give that special first feed while still in skin-to-skin contact with your baby.

It is also recommended that dads and birth partners have skin-to-skin contact with their baby.

## Helping you baby to grow and develop

New babies have a strong need to be close to their parents, as this helps them to feel secure and loved. Keep your baby close to you so that you can recognise the signals that he/she makes to tell you that they are hungry or want a cuddle. Responding to these signals will comfort and calm your baby which will also help you to feel calm and relaxed and will help with breastfeeding. Holding your baby when he is crying helps him to feel loved and secure, even if he does not stop crying immediately. When babies feel secure they release a hormone called oxytocin, this helps their brain to grow and develop, helping them to be happy babies and more confident children and adults.

Having a new baby can be challenging, however, by keeping baby close you will soon start to understand what your baby needs. Research shows that baby's cared for in this way grow into toddlers who are less likely to be clingy. You cannot spoil your baby.

You may find this link to [Building a Happy Baby Leaflet](#) helpful

## Breastfeeding

We support breastfeeding as the healthiest way to feed your baby. It provides nutrition, protects against infection and helps growth, development and bonding. **Breastfeeding is about closeness and comfort as well as nutrition.**

### When to feed your baby

We recommend 'responsive' feeding - which means feeding your baby as soon as he/she shows early cues that they are hungry, such as:

- Wriggling
- rapid eye movements
- hand to mouth movements
- sucking their fingers, fist or blankets
- rooting (turning head to the side and opening mouth)
- slight murmuring noises.

You can also breastfeed when your breasts feel full, or when you want a rest or cuddle with your baby.

Babies do not always feed at regular intervals and may 'cluster feed' with short gaps in between feeds, followed by periods of longer sleep. Cluster feeding is normal, especially when your milk starts to 'come in' - meaning your supply changes from the first colostrum to mature milk.

## How often should I feed my baby

In your baby's first few hours	Number of feeds they should have
12 hours	At least 2 in total
24 hours	At least 3-4 in total
Day 2	At least 6-8 in 24 hours
Day 3 onwards	At least 8 in 24 hours
Signs of good feeding	Signs that you may need support
Regular wet and dirty nappies (see chart below)	Minimal/no wet and dirty nappies for prolonged periods of time
Day 3-5 less than 8-10% weight loss	Day 3-5 increased weight loss of more than 8%
At least 8 feeds in 24 hours (from day 3 onwards)	Less than 8 feeds in 24 hours (from day 3 onwards)
Good skin colour, alert and good tone	Newborn jaundice in combination with reluctance to feed and unusual sleepiness ( <b>see notes on jaundice</b> )
Feeding for at least 5-30 minutes, with audible frequent swallows from 3-4 days of age	Feeding consistently for less than 5 minutes or more than 40 minutes
Baby calm and relaxed during and after feed, content after most feeds	Baby comes on and off during feeds, or does not latch on at all, becoming unsettled
Breasts feel comfortable following feeding	Nipples sore or damaged, engorgement or mastitis

Ways to respond to and comfort your baby are:

- cuddling your baby
- frequent skin-to-skin contact
- offering a breastfeed for comfort as well as for nutrition
- keeping your baby near to you
- touching, massaging and rocking your baby
- talking to your baby

Do not leave your baby to cry.

You may find this link to [Building a Happy Baby Leaflet](#) helpful

## Bottle feeding your baby

Formula milk, at its best, can only replace most of the nutritional components of breast milk. It is just a food, whereas breast milk is a complex living nutritional fluid containing anti-bodies, enzymes, long-chain fatty acids and hormones, many of which simply cannot be included in formula.

Any breastfeeding is valuable, and we support mothers to help their baby receive as much breast milk as they can. Although experts believe breast milk is the best nutritional choice for infants, breastfeeding may not be possible for all women so formula provides babies with the nutrients they need to grow. There is no one brand

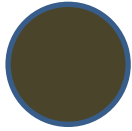


better than another, if you do choose to formula feed chose a First or Newborn Infant Milk for the whole of the first year you do not need to move onto any other formula.

Before you go home, our team will ensure that you know how to make up a feed and to sterilise equipment, and will show you safe techniques to give a bottle feed. If you haven't been shown please ask. It is important not to over feed your baby but to respond to their feeding cues UNICEF have a helpful infographic on Responsive Bottle Feeding and also a link to preparing Infant Formula.

<https://www.unicef.org.uk/babyfriendly/wp-content/uploads/sites/2/2019/04/Infant-formula-and-responsive-bottle-feeding.pdf>

[https://www.unicef.org.uk/babyfriendly/wp-content/uploads/sites/2/2008/02/start4life\\_guide\\_to\\_bottle\\_feeding.pdf](https://www.unicef.org.uk/babyfriendly/wp-content/uploads/sites/2/2008/02/start4life_guide_to_bottle_feeding.pdf)

### Newborn Stools and Urine

Day 1	Day 2-3	Day 4-5
Meconium	Changing lighter green	Yellow
		
Baby's age	Wet nappies	Dirty nappies
1-2 days	1-2 or more	1 or more dark green/black
3-4 days	3 or more becoming heavier	2 or more green/changing
5-6 days	5 or more and heavy	2 or more yellow, becoming looser
7-28 days	6 or more and heavy	2 or more yellow, watery, seedy appearance

These changes suggest your baby is feeding well, however it is important to speak to your midwife if you have concerns about your baby's feeding or the contents of his/her nappy. Some babies will pass something called **urates** in their urine in the first couple of days after birth. This can be seen as an orange/red substance in the nappy and is of no cause for concern. Speak to your midwife if you see this beyond the first couple of days. If you have had a baby girl, you may notice that she has a small 'pseudo period'. The withdrawal of your hormones that she received via the womb can cause a small amount of vaginal bleeding. This is perfectly normal.

## Jaundice

Newborn jaundice is a common condition which presents at two to three days after birth, and can be noticed as a yellow colouring of the skin in the face, the upper body and often the whites of the eyes. It is caused by a substance known as bilirubin, which builds up in your baby's blood as a product of the fast breakdown of red blood cells. After a baby is born it can take a little bit of time for their liver to mature enough to efficiently breakdown bilirubin, thus causing newborn jaundice. Newborn jaundice is common and will normally resolve spontaneously within 10-14 days. A small number of babies will develop jaundice that is significant and requires treatment in hospital. Jaundice can make babies sleepy and reluctant to feed, leading to dehydration which can make the jaundice worse. It is important to offer regular feeds, at least every three hours, if you think your baby has jaundice.

If you are worried about your baby's jaundice, or if you notice that your baby's stools are pale/white speak with your community midwife or call NHS 111 for advice.

For more information visit: • NHS Choices:

[www.nhs.uk/conditions/Jaundice-newborn/Pages/Introduction.aspx](http://www.nhs.uk/conditions/Jaundice-newborn/Pages/Introduction.aspx)

## Infant Feeding Support

All Midwives, Women's' Services Assistants and Neonatal Nurses receive training in infant feeding. This training is updated regularly to ensure the advice and support we offer you is up to date, consistent and appropriate. Our obstetric and paediatric doctors also have the opportunity for regular training (obstetric doctors specialise in pregnancy and childbirth and paediatricians specialise in babies and children).

## Specialist Midwife Infant Feeding

Sandra Umataliev is our Specialist Midwife and is also an International Board Certified Lactation Consultant with specialist knowledge about infant feeding. Her role is also to train and support staff to help mothers with infant feeding. You can contact her Monday-Friday, 08.30 to 16.30 on 01952 565954/07395799379

<https://www.unicef.org.uk/babyfriendly/baby-friendly-resources/relationship-building-resources/meeting-baby-for-the-first-time-video/>

Useful websites for parents

<https://www.unicef.org.uk/babyfriendly/>

The Breastfeeding Network <https://www.breastfeedingnetwork.org.uk/>

Association of Breastfeeding Mothers <https://abm.me.uk/>

The National Childbirth Trust <https://www.nct.org.uk/>

La Leche League <https://www.laleche.org.uk/>

The National Breastfeeding helpline: 0300 100 0212 (9.30am-9.30pm)

• **or call:**

The NCT Breastfeeding line: 0300 330 0771 (8am-12 midnight)