BREASTFEEDING IS GOING WELL WHEN...

- Your baby is feeding at least 8 to 12 times per 24 hours
  (Watch the Baby – Not the Clock)
  - Let the baby breastfeed when hungry
  - Feed at the earliest signs of hunger: hands to mouth, sucking movements, soft cooing, sighing, or stretching
  - Cluster feeding is common: feeding every hour for several feedings and then sleeping for 3-4 hours
  - Crying is a late sign of hunger
  - Avoid pacifiers for the first month!

- The baby has bursts of sucks and swallows (that you can hear) in a row at the beginning of each feeding
  - As your breast softens, the baby slows down to 2-3 sucks and swallows at a time
  - Offer other breast when baby slows
  - Take turns starting feeding on each breast

IT IS NORMAL IF...

- You feel a tug, but not pain, when the baby sucks
  - No cracked or bleeding nipples
  - Proper latch prevents pain
    - Lips rolled out like a fish
    - Chin to breast
    - Wide open mouth
    - Tummy to tummy
    - Nose to nipple

- Your baby is not fussy when you finish breastfeeding

YOUR BABY WILL START TO GAIN WEIGHT AS YOUR MILK SUPPLY INCREASES (USUALLY ON DAY 3-5) AND WILL GAIN 4-7 OUNCES PER WEEK
Remember that breastfeeding, the baby’s latch and milk production are all changing over the first 2 to 3 weeks. Give yourself time to become the expert on your baby’s feeding.

LOCAL RESOURCES

TN Breastfeeding Hotline (24 hours/7 days a week) 1-855-423-6667 / 1-855-4BFMOMS on income and nutritional status.

TENNESSEE
Hamilton County, Jolene Hare, IBCLC 423-209-8321
WIC (Women, Infants and Children) offers support services for ALL mothers. This includes prenatal classes, breastfeeding support and counseling. WIC also provides electric pumps based on income and nutritional status.
Erlanger Outpatient Lactation Clinic - 423-778-4181
Erlanger East 423-680-8659
Bradley and Polk Counties
Lactation Line - 423-728-7020 ext 148
Lactation Clinic - 423-284-9008/339-1400
After Hours Help Line - 423-593-1310
Southeast Region (includes McMinn County), Pamela Newton - 423-634-5826
Marion County - 423-942-2238 ext 114
Sequatchie County - 423-949-3619

GEORGIA
Northwest Georgia Breastfeeding Help Line 1-800-289-7406
Whitfield/Murray/Fanning/Gilmer/Pickens/Cherokee Counties
Carol Hendrix, IBCLC - 706-272-2991
Catoosa/Chatooga/Dade/Walker Counties 706-295-6752

Lactation Nurses Making Home Visits
Brandy Kirstein, RN, CLC - 423-802-1776
http://themilkrack.com
Shari Hicks, RN, IBCLC - 423-902-4501
Thebabynurse.tn@gmail.com
Christine Sneed, IBCLC, CLE, CCCE - 423-284-9008/339-1400
Latchontolactation@gmail.com
http://Latchontolactationeducation.com

SMARTPHONE APPS
Coffective – A Best Practices Tool for Childbirth and Breastfeeding

ONLINE VIDEOS FOR BREASTFEEDING HELP
(A good latch example, hand expression and increasing milk videos)

READING MATERIALS
New Mother’s Guide to Breastfeeding http://shop.aap.org

WEBSITES:
Breastfeeding on American Academy of Pediatric’s http://healthychildren.org
Go to “Ages and Stages” tab, “Baby”, “Breastfeeding” (warning: formula advertisement)
It’s Only Natural. Mother’s Love. Mother’s Milk. (lots of handouts and videos)
http://www.womenshealth.gov/itsonlynatural/
Tennessee Breastfeeding website http://breastfeeding.tn.gov/

INFORMATION ON MEDICINES AND BREASTFEEDING
LACTMED Web Site - Information about mother’s medicines’ impact on a breastfeeding baby
Infant Risk Center Call Line 806-352-2519

TENNESSEE LAWS PROTECTING BREASTFEEDING
Tenn. Code Ann. § 68-58-101 et seq. (2006, 2011) permits a mother to breastfeed in any location, public or private, that the mother is authorized to be…
Tenn. Code Ann. § 50-1-305 (1999) requires employers to provide daily unpaid break time for a mother to express breast milk for her infant child. Employers are also required to make a reasonable effort to provide a private location, other than a toilet stall, in close proximity to the workplace…”

CALL FOR HELP IF YOUR BABY…
• Has a dry mouth
• Has red colored urine
• Has yellowish skin
• Stools do not change to yellow and seedy by day 5
• Not enough wet and dirty diapers
• Does not wake to eat at least 8 times/24 hours
• Does not have swallowing you can hear
• Has feedings lasting > 45 minutes
• Is fussy and fights the breast
• Is sleepy and will not feed
• Is losing weight after day 5 or is less than birth weight at 2 weeks

CALL FOR HELP IF YOU…
• Have pain
• Breasts are still full after feeding
• Milk supply has not increased by day 4

ALWAYS CALL YOUR PROVIDER IF YOU ARE WORRIED ABOUT BREASTFEEDING.