



**The Women's
Hospital**

JOINTLY PHYSICIAN OWNED

Deaconess

Ready, Set...Baby

Getting your newborn off to the best start

Our Promise –

We are devoted to providing world-class health care from our family to yours, one exceptional experience at a time.

It is the vision of The Women's Hospital to provide the best of healthcare and education to women throughout all phases of their life. Achieving the Baby-Friendly designation enhances this vision and aligns it with the vision of the American Academy of Pediatrics (AAP) and American College of Obstetricians and Gynecologists (ACOG) recommendations that all birthing centers adopt care practices that support increasing breastfeeding rates and the Baby-Friendly Initiative.

This booklet will provide you with basic information that will assist you in your labor, infant bonding and breastfeeding.



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Baby-Friendly Ten Steps to Successful Breastfeeding

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 the skills necessary to implement this policy.
- 3** Inform all pregnant women about the benefits and management of breastfeeding.
- 4** Help mothers initiate breastfeeding within one hour of birth.
- 5** Show mothers how to breastfeed and how to maintain lactation even if they are separated from their infants.
- 6** Give 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 pacifiers or artificial nipples to breastfeeding infants.
- 10** Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or birth center.

Positions for Labor



Pain Relieving Techniques

Comfort Measures

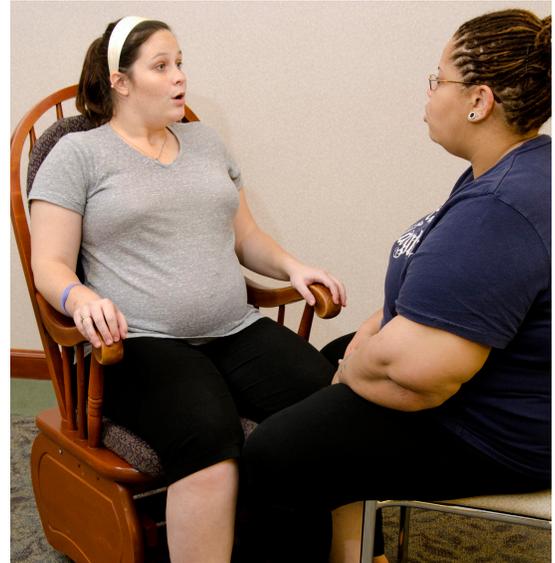
- Change position
- Cold
- Ice Chips
- Heat

Relaxation Techniques

- Touch Relaxation
- Meditation

Breathing Techniques

- Eyes opened or closed
- Nose, mouth or combination breather
- In breath, out breath
- Encouraging words, music or silence
- Focal point
- Mental Activities
 - Counting, talking to yourself
- Slow, deep breathing works best
- Breathing will speed up as contractions get stronger



Baby Friendly Hospital Practices

Skin-to-Skin —

Healthy newborn baby is placed directly on mother's bare chest immediately after birth.

Maternal Benefits:

- Elevates prolactin hormone
- Increases milk supply
- Assists mother in conditioning her let down reflex
- Enhanced bonding
- Decreased stress hormone
- Less engorgement

Infant Benefits:

- Maintains body temperature and blood glucose levels
- Higher weight gain
- Better regulation of respiratory, heart and waking state
- More organized feedings
- Decreased crying
- Decreased stress hormone



Baby Friendly Hospital Practices

Rooming-In —

Healthy newborns stay in mom's room 24 hours a day throughout the hospital stay.

- Allows time for more skin-to-skin
- Allows parents to learn baby's behaviors and feeding readiness
- Allows parents to gain experience and feel comfortable in caring for and interacting with baby
- Can help parents get more rest
 - Sleep when your baby sleeps
 - Babies that room-in are generally more content, cry less and seem to develop more regular sleep-wake cycles earlier
 - Research shows that Moms sleep an average of 40 minutes more



Benefits of Breastfeeding

Baby

- Helps babies resist infections like ear and respiratory infections, diarrhea and stomach viruses
- Protects baby against allergies and asthma, obesity, diabetes and childhood leukemia
- It may lower the risk of Sudden Infant Death Syndrome (SIDS)
- Less risk for childhood obesity

Mom

- Free and convenient
- Enhances bonding with infant
- Decreases postpartum bleeding
- Uterus returns to pre-pregnant size more quickly
- Earlier return to pre-pregnant weight
- Delays return of ovulation
- Reduces risk of ovarian and breast cancer and Type 2 Diabetes
- Reduces risk of postpartum depression
- Hormones released by mom's body helps her relax

Establishing a Milk Supply

The first feeding after birth is very important and usually occurs between 45-60 minutes after birth. Milk production begins with frequent emptying of milk from the breast. The body keeps producing milk as long as the milk is being removed. Breastfed babies need to nurse early and often (8-12 times a day) in order for full milk production to occur and thereafter to maintain it.

Breastfeeding Holds:



Cradle



Clutch or Football



Cross-cradle



Laid Back



Side-lying

1. Get comfortable so that you can relax and hold baby close without straining.
2. Turn the infant belly to belly with you.
3. Make sure the head and belly are in a straight line.
4. Place the palm of one hand along the infant's back and between his/her shoulder blades.
5. Fingers are wrapped along the infant's neck, not on back of head.

Baby-Led Feedings

Initiate a feeding when a baby shows early signs of hunger such as rooting, sucking on hands or smacking lips. Allow your baby to finish the first breast as long as he or she is suckling and swallowing. The baby may let go of the breast, stop sucking or fall asleep when he or she is finished. Burp infant, then offer the other breast.

Support the breast by keeping your fingers off the areola. Tickle baby's lips with your nipple to get him/her to open his/her mouth. Once he is open wide, pull him quickly onto the breast.

Signs of infant latching well:

- Lower lip is flanged out
- Cheeks should not be sucked in
- Tongue should be under the nipple and over the lower gum
- Chin should be touching breast
- A strong 'pulling' or 'tugging' sensation should be felt



Statement on Breastfeeding American College of Obstetricians and Gynecologists and American Academy of Pediatrics

Research indicates that human milk is the optimal source of infant nutrition and that breastfeeding provides the healthiest start for babies. Both the American College of Obstetricians and Gynecologists (ACOG) and the American Academy of Pediatrics (AAP) among many health care organizations, strongly support breastfeeding as the preferred feeding method for newborns and infants. Exclusive breastfeeding is also recommended until the infant is 6 months of age when complementary foods and fluids are usually added to the diet.

Human milk provides a protective effect against a variety of infant illnesses. Breastfed babies are also at a decreased risk for sudden infant death syndrome (SIDS) and adolescent and adult obesity. Women benefit from breastfeeding, too. These health benefits include decreased rates of heart diseases, cancers, and depression to name a few. Choosing to breastfeed should be considered a health investment for both the infant and mother, rather than a lifestyle choice.

The American College of Obstetricians and Gynecologist Committee Opinion #570, August 2013; American Academy of Pediatrics policy statement Breastfeeding and the Use of Human Milk, 2012



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