

# WIC BREASTFEEDING NEWS

## JULY 2012

Wayne County Health Department

### Breastfeeding Your Baby in the First Hour After Birth

The Attachment Parenting Book by William Sears MD & Martha Sears RN

Contact with the mother's nipple is part of the design for bringing out mothering behavior, to ensure that an infant will be protected and cared for. The baby's sucking and licking of the nipple releases the hormone oxytocin into the mother's bloodstream. Oxytocin causes the uterus to contract and lessens post-partum bleeding. It also produces feelings of affection. Most babies need time to find the nipple on their own, to nuzzle and lick before latching on. Researchers have filmed newborn infants who have had no separation and whose mothers are not medicated actually inching their way up their mother's abdomen on their own to explore and latch on to her breast within the first forty minutes after birth.

Your baby's first sucking experiences should take place at the breast. Sucking on an artificial nipple—whether it's a pacifier or attached to a bottle of water or formula—requires a different sucking action from the one that gets milk from the breast. Newborns need to breastfeed early and often in order to learn correct sucking based on the sucking instincts they are born with. Your baby's first breast-feedings are very important.



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The Attachment Parenting Book  
by William Sears M.D., & Martha Sears, R.N.

## Eight Tips for Better Bonding

1. Hold your baby skin-to-skin immediately after birth.
2. Notice baby's state of quiet alertness.
3. Touch your baby.
4. Gaze at your baby.
5. Talk to your newborn.
6. Delay routine procedures if possible.
7. Breastfeed your baby in the first hour after delivery.
8. Ask for privacy.



# Tips For Breastfeeding Multiples



By April Rudat, MS, ED, RD, LDN

For Moms who want to breastfeed their multiples, keep the following tips in mind:

- \* **First and foremost, make sure to spend time with each baby assisting them in learning how to latch on to your breast correctly.**
- \* **Contact your WIC Breastfeeding Peer Beth at 330-264-1942. She is here to help you.**
- \* **Become friends with your WIC Breastfeeding Peer! Ask if you can have her email address and phone number for emergency problems or questions.**
- \* **Get a good nursing pillow. There are many different types available including twin-specific types.**
- \* **First, master breastfeeding each baby alone, and then learn to tandem breastfeed (feeding the babies at the same time) before your babies are discharged from the hospital.**
- \* **Tandem breastfeed all the time to save on time!**
- \* **The double football hold position is the least awkward position to master.**
- \* **Breastfeeding two babies at a time requires additional space: Use a small sofa for breastfeeding.**
- \* **Make breastfeeding your full time job. Let others help with housework and cooking. And if you can delay going back to work, do so. For information on breastfeeding and going back to work, go to: [www.lalecheleague.org](http://www.lalecheleague.org) or [www.4woman.gov/breastfeeding](http://www.4woman.gov/breastfeeding).**
- \* **If you choose to go back to work, start expressing extra breast milk between infant feedings early. This will help you to have a supply of reserve breast milk, and get you accustomed to using your breast pump. Store the breast milk in the freezer, and be sure to date each bag so you can use the oldest breast milk first.**
- \* **Check with WIC to see if you qualify for a breast pump.**
- \* **To keep up your energy, rest as much as possible. Sleep in if you can, and try to go to bed early.**

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**Wayne County Health  
Department WIC**

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Wooster, OH 44691

This institution is an equal  
opportunity provider

330-264-1942



**Save the Date:**

**2nd Annual Baby Fair**

**Saturday August 18, 2012**

**11am-2pm**

**Wooster Community Hospital Auditorium**

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**Peer Corner:**

**“The Road To Lifelong Health Begins With Breastfeeding”**

This year's ILCA theme is a great one (in my opinion!) Of course we know that breastfeeding is the healthiest option for infant feeding, but did you know that those health benefits last for your baby's entire life? Choosing to breastfeed your newborn, will protect him from obesity, cancer, vision defects, allergies and asthma FOR THEIR WHOLE LIFE! And on the contrary, if you do not breastfeed, then your child is at an increased risk for obesity, cancer, vision defects, allergies, and asthma FOR THEIR WHOLE LIFE! Moms that breastfeed are also protected from breast cancer, and several other kinds of cancer too FOR

THEIR WHOLE LIFE! Studies show any breastmilk is better than none, and the more your baby receives, the better the benefits. It is proven if your baby receives only breastmilk (no water, infant cereal, or juice) for the first 6 months, they are the healthiest. If you are interested in learning more about the lifelong benefits of breastfeeding, our WIC office is here for you!

*Happy Breastfeeding, Peer Beth*

