

Introducing...



Baby's Name: _____

Parent's Name(s): _____

Birth Date: _____ Time: _____

Birth Weight: _____ Birth Length: _____

Doctor/Midwife: _____

Birth Place: _____

**BABY-FRIENDLY
INITIATIVE STRATEGY
ONTARIO**

Taking Care

Taking care of yourself and your baby is important. You may find that you want or need more help. Consider the following:

Me

- ✓ I am getting enough rest.
- ✓ I know that crying or feeling weepy can be normal for the first 2 weeks.
- ✓ I know where to ask for help and will, when needed.

Early Feeding Cues: Mouth opening, yawning, lip smacking.

Baby

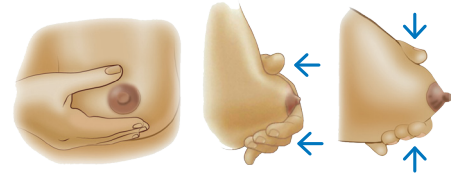
- ✓ I am getting more confident and comfortable with feeding my baby.
- ✓ I am learning my baby's early feeding cues and respond to them.
- ✓ I know it is normal for my baby to feed often.
- ✓ I can help comfort my baby during bloodwork and immunizations with breastfeeding and/or skin-to-skin.
- ✓ I know where to get help if I have questions about feeding my baby.



Hand express your milk early and often

Why:

- ✓ Help remove milk from your breast for comfort.
- ✓ Help baby to latch.
- ✓ Give your baby more milk.
- ✓ Help increase your milk supply.



How:

1. Wash your hands.
2. Gently massage your breast.
3. Place your fingers and thumb behind the areola in a "C" shape.
4. Press back towards your chest. Compress your fingers together and towards the nipple.
5. Collect drops of milk to feed your baby or store for later.
6. Repeat (press back, compress, relax) and move around your breast.
7. Switch breasts and repeat.

Safe Positioning for Skin-to-Skin Contact

Position yourself a little upright, not flat. Position your baby so that:

- ✓ Face can be seen
- ✓ Head can move freely at all times
- ✓ Nose and mouth are not covered
- ✓ Head is turned to one side
- ✓ Neck is straight not bent
- ✓ Shoulders are flat against you, chest to chest
- ✓ Back is covered with a blanket

In the first few days after birth when holding skin-to-skin, watch your baby's face. See that the colour remains normal, breathing is regular, and baby reacts to your touch.

For safe sleep, if you are feeling sleepy and no one can watch you and your baby, put your baby in their own crib, positioned on their back.

Avoid swaddling or bundling your baby, this can prevent them from showing you feeding cues.



Signs that feeding is going well

Days Old	1	2	3	4	5	6	7	8
Feeding	8 or more feeds per day. Your baby is sucking strongly, slowly, steadily and swallowing often.							
Tummy Size	Size of a cherry	Size of a walnut	Size of an apricot	Size of an egg				
Dirty Diapers	At least 1 to 2 BLACK OR DARK GREEN		3 or more BROWN, GREEN OR YELLOW		3 or more large and soft YELLOW or BROWN			
Wet Diapers	At least 1 WET	At least 2 WET	At least 3 WET	At least 4 WET	At least 6 HEAVY WET			
Weight	Most babies lose weight in the first 3 days after birth. From day 4 onward, most babies gain weight regularly.							
Other Signs	Your baby should have a strong cry, move actively and wake easily.							

Supports and Services

For breastfeeding services in your community:

- Bilingual Online Ontario Breastfeeding Services directory www.ontariobreastfeeds.ca

For more information:

- Breastfeeding www.beststart.org/resources/breastfeeding
- Infant Feeding www.beststart.org/resources/nutrition

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Telehealth Ontario

24 hours a day / 7 days a week

1-866-797-0000

TTY: 1-800-797-0007

Ask for a breastfeeding nurse, if needed.

Local Support: