

CDPH WIC

Let’s Talk: Newborn Feeding Secrets - Job Aid

Overview

- **Who:** WIC participants in their last trimester
- **What:** Prepare participants for common but misleading experiences after delivery that can lead to early breastfeeding cessation (or formula supplementation) and identify sources of support in your local WIC agency.
- **Why:** Learning about normal hospital experiences related to newborn feeding that can mislead new parents, and knowing where to turn for breastfeeding support, can build participants’ confidence and help them maintain exclusive breastfeeding.

	Baby	Parent	Other Benefits
Benefits of breastfeeding	<p>Breastfed babies are healthier</p> <ul style="list-style-type: none"> ○ Fewer ear infections ○ Less gas, constipation, and diarrhea ○ Less risk of pneumonia ○ Less risk of SIDS ○ Less risk of obesity in childhood ○ Less risk of diabetes 	<p>Parents who breastfeed are healthier</p> <ul style="list-style-type: none"> ○ Less bleeding after childbirth and lose weight sooner ○ Less risk of breast, ovarian and uterine cancer 	<ul style="list-style-type: none"> ○ Save more than \$1,000 in the first year from not buying bottles, nipples, and formula ○ Parents miss fewer days at work ○ Breast milk: <ul style="list-style-type: none"> ● Contains more than 200 nutrients ● Is always ready, clean and safe ● Is never too hot or cold ● Helps protect your baby
	Baby Challenges		Parent Challenges
Reasons heard from parents who stopped breastfeeding	<ul style="list-style-type: none"> ○ Baby not latching well immediately ○ Crying more than parent expects ○ Baby not sleeping as much as parent expects ○ Medical reasons 	<ul style="list-style-type: none"> ○ Perception: “Not having enough milk” ○ Breastfeeding too painful or difficult ○ Lack of support ○ Medical reasons 	
	Normal Experience		Things to Know
Common and normal experiences parents should know about	<p>1) Changes in breasts aren’t felt until milk volume increases, usually 2 or 3 days after baby is born.</p>	<ul style="list-style-type: none"> ○ Colostrum, measured in drops, is all the baby needs in first few days. ○ Because everyone is different, it can’t be known exactly when milk will increase and be felt, but changes in breasts can be expected soon AFTER discharge from the hospital. ○ If no change at end of baby’s 3rd day, seek help from WIC or doctor. 	
	<p>2) Breastfeeding takes practice. It can take several days for babies to learn how to latch and eat well during every feed. It’s common for healthy, newborn babies to look like they don’t want to latch.</p>	<ul style="list-style-type: none"> ○ Consult hospital staff and WIC for help with latching early and often. ○ Parents should see improvement at every feed. ○ When babies are upset, they will use “I need something to be different” cues, like turning away, frowning or arching away. ○ Feeding is difficult when overstimulated by lights, sounds and visitors. ○ Feed every time baby uses hunger cues. 	
	<p>3) Many newborns cry more on the second day of life.</p>	<ul style="list-style-type: none"> ○ Newborns cry for many reasons, not just hunger. ○ Adjusting to their new world, newborns are easily overstimulated. ○ Newborns cry more when they are learning to feed, and getting used to lights, noises, diaper changes, and people around them. 	