

Breastfeeding Advice and Support



Information Sheet on Breastfeeding December 2010

Breastfeeding

Breastfeeding not only provides food in the most natural form for babies, but also provides comfort, pain relief and the natural nurturing that babies need for development.

Breast milk contains everything that a baby needs for growth in the first six months of life in exactly the right amounts and in the best form for his/her body to use. Breast milk satisfies a baby's hunger and thirst. For the first six months no other foods or drinks are necessary, provided a baby is allowed to feed at the breast whenever they wishes.

Breast milk increases a baby's resistance to many infections and diseases and reduces their risk of developing allergies, diabetes and childhood cancers.

Breast milk is free, fast and convenient. It is always available and is fresh, clean and served at the right temperature. There is no sterilising to worry about, no mixing, heating, refrigerating and no bottles to take out and about. Babies can be breastfed discreetly anywhere.

www.abm.co.uk

Local model Kat models forbeastar campaign



Breastfeeding Tips

Make sure your baby is properly attached to the breast

You will have a good supply of milk and your baby will get a good feed and it will help stop your breasts getting sore.

Try not to give your baby other food or drink

The more you feed your baby, the more milk you will produce. Giving other food or drink will reduce your milk supply and you might increase the chance of your baby getting an infection.

Try not to give your baby a dummy

It can make it more difficult for your baby to attach to your breast and your baby will be less likely to feed when they need to.

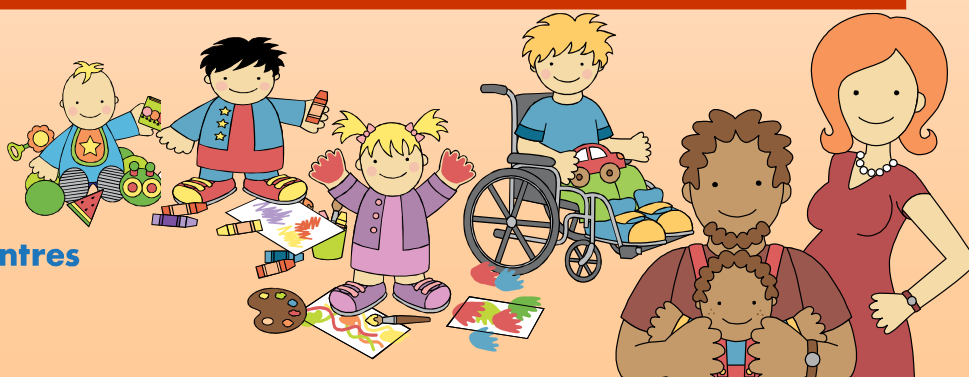
Don't be scared to ask for help

It can take a while before you feel confident breastfeeding but your midwife or health visitor can support you.

www.breastfeeding.nhs.uk



Sure Start
Children's Centres
York



Help with breastfeeding

Midwife and Health Visitors

During your pregnancy your midwife will offer you classes and workshops on feeding your baby. Your midwife can continue to offer support during the first few weeks of your baby's life. Your Health Visitor will then continue to add support.

Treasure Chest

Treasure Chest Breastfeeding Group aims to promote, support and encourage breastfeeding in the York area. The group was established in 2005 by a group of health professionals and local women who had an interest in breastfeeding and in helping empower other women to breastfeed.

Breastfeeding Support is available in a range of ways, including workshops, hospital visiting, baby groups, by email and over the phone. They also run training courses for local mothers to train as breastfeeding peer supporters in order to provide practical breastfeeding support and accurate information.

The group is run by a committee, new members interested in supporting our work are always welcome! You can contact them by emailing support@treasurechest.org.uk or ringing 07798858465.

Children's Centres

There are Treasure Chest breastfeeding support groups at some childrens centres. Mum's are also welcome to breastfeed during any of the groups and just ask a centre worker if you need any support.

Useful helplines and Websites

National Breastfeeding helpline - 0300 100 0212

NHS breastfeeding website - www.breastfeeding.nhs.uk

National Childbirth Trust - 0870 444 8708; www.nct.org.uk/home

Association of Breastfeeding Mothers - www.abm.me.uk

Breastfeeding Network - www.breastfeedingnetwork.org.uk

La Leche, an international organisation offering support for breastfeeding mothers – 0845 120 2918; www.laleche.org.uk

Be a star offers advice and support for young mums wanting to breastfeed - www.beastar.org.uk

For more information about children's centres please contact the Family Information Service on 01904 554444 or visit www.yorkchildrenscentres.org.uk. Up to date leaflets on this and other topics can also be downloaded from the website.