



Lactation Nice-To-Knows

THE GOLDEN HOUR (the first hour after birth)

- Start breastfeeding right in the delivery room, if possible. For c-section deliveries, try to do it as soon as possible.
- Your baby will be interested in feeding within a few minutes of birth. Keep skin-to-skin and allow for baby's initial latch. Removing milk in the golden hour can dramatically increase your supply.

THE LATCH

- How your baby holds your nipple and areola is essential to comfortable breastfeeding and successful milk transfer. Sometimes it takes a little nudge from mom to get them in the right position.
- Make sure the mouth is opened wide and baby gets a big mouthful. If it hurts, get help ASAP!
- Once latch is established, you can nurse in endless positions—including lying down!

SUPPLY/DEMAND

- You make milk by removing milk either by feeding baby or pumping.
- Feeding around the clock in the beginning is normal to bring in an excellent supply of milk and assures that your baby starts gaining weight quickly.
- If breastfeeding is your goal, try not to skip breastfeeding sessions in the early days.

TRY THE BOTTLE

- Breastfeeding exclusively for the first 4-6 weeks gets breastfeeding off to a good start. But if you are planning on going back to work or will need to give a bottle for some reason, start around 4 weeks and offer it weekly to keep the baby acquainted with it.

GET 1:1 OR GROUP HELP

- Breastfeeding is hard! Both mom and baby are learning.
- Seeking support from a lactation consultant sooner can prevent small hiccups from becoming big hurdles later on down the line and increase your chances of a longer, more enjoyable breastfeeding journey.
- If you're craving community, consider a virtual or local breastfeeding support group where you can connect with other moms who can be there to cheer you on.

This guide was created in collaboration with Carrie Dean, IBCLC for Expectful, Inc.