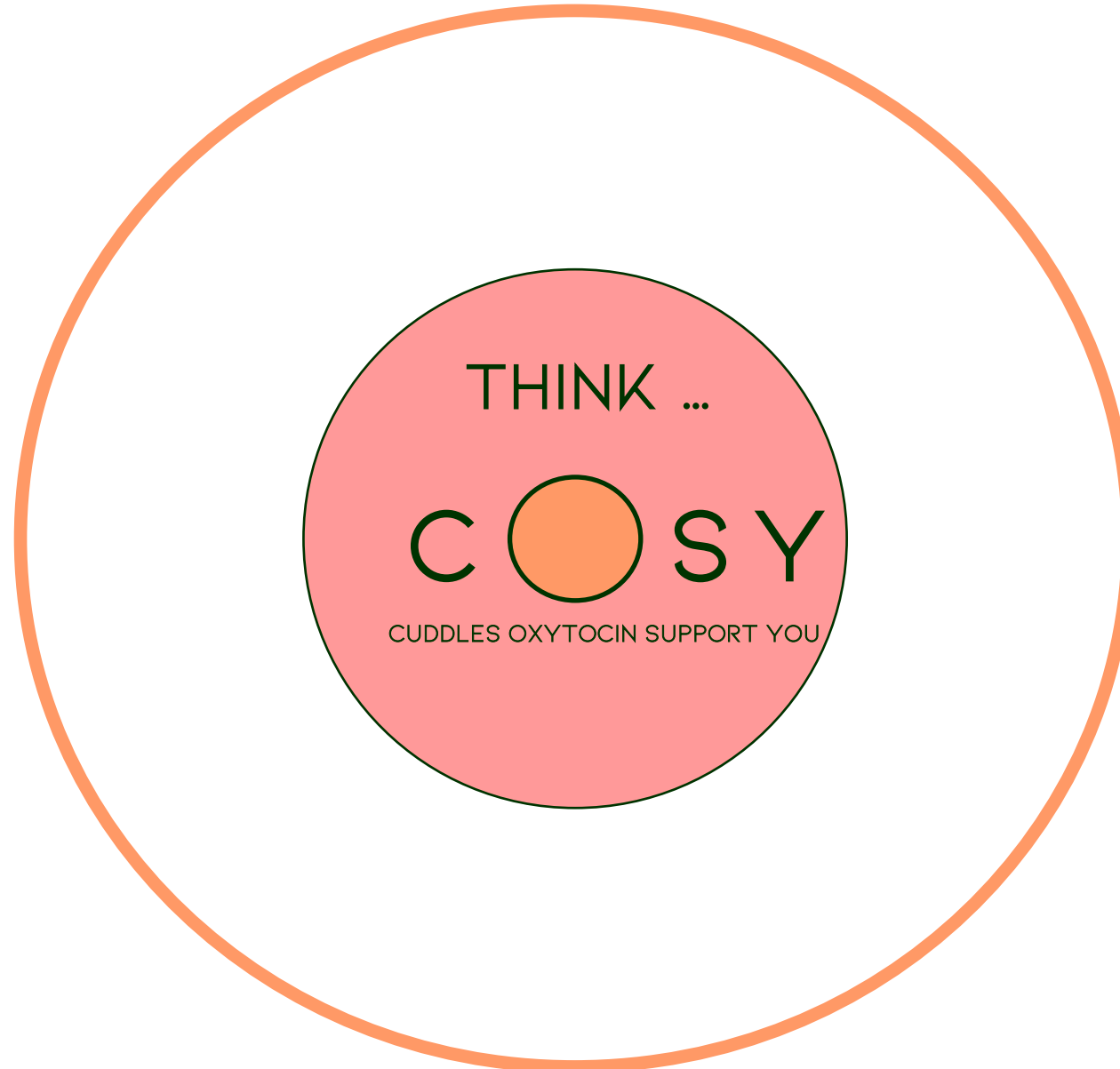


MY BREASTFEEDING PLAN

CUDDLES

SKIN TO SKIN
KEEPING BABY
CLOSE TO YOU

OXYTOCIN
CREATING YOUR
FEEDING SANCTUARY:
AN OXYTOCIN
BOOSTING
ENVIRONMENT TO HELP
YOU FEEL CALM AND
RELAXED



SUPPORT

PARTNER, FAMILY,
FRIENDS, LOCAL
BREASTFEEDING
SUPPORT
GROUPS/CLINICS/CAFÉS,
LACTATION
CONSULTANT,
POSTNATAL DOULA

YOU
KEEPING WELL FED AND
HYDRATED
RESTING WHENEVER
YOU CAN
BEING MINDFUL OF
YOUR EMOTIONAL WELL
BEING

MY BREASTFEEDING PLAN

CUDDLES

Skin to skin (STS) is so important for establishing and maintaining breastfeeding. For baby it promotes self-latching, co-ordinated suckling, regulates temperature, heart rate and blood glucose, reduces crying and optimises oxygenation. For you it promotes bonding, confidence, milk supply, increases oxytocin and regulates temperature.

Think of times of day you can practise STS.

OXYTOCIN

Somewhere comfortable to sit or lay down. Candles, fairy lights, music, flowers, your favourite box set, a warm drink, nice snacks. Anything you love, which will relax you, enable you to lean into feeding, and embrace the time and patience it takes for you and your baby to learn this new skill together.

C O S Y

CUDDLES OXYTOCIN SUPPORT YOU

SUPPORT

Talk to your partner, family and friends about support you'll need from them, e.g. help with chores, meals, changing nappies, reassurance, a listening ear. Find out when and where local breastfeeding support groups, clinics and cafes are. Know what lactation consultants are in your area. Consider a postnatal doula. Seek recommendations.

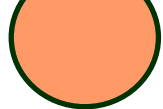
YOU

Look after yourself. Breastfeeding is hungry, thirsty work. Always have an easy to grab water bottle with you. You'll be very tired as babies often feed a lot at night, so even if you can't sleep in the day, rest/lay down when you can. Think of ways to promote your mental well being; walks, feeding in the garden, a warm bath.

MY BREASTFEEDING PLAN

CUDDLES

OXYTOCIN

C  S Y

CUDDLES OXYTOCIN SUPPORT YOU

SUPPORT

YOU
