

BUMP AND BEYOND

Cobb & Douglas Public Health Pregnancy Newsletter



Tips for getting started

The first few hours with your new baby are crucial to setting up a positive breastfeeding experience, and the more you know ahead of time, the better prepared you will be. Here are some tips to give you a great start:

- **Skin to skin for the first hour.** Studies have shown better breastfeeding outcomes when babies are held skin to skin on mom's chest immediately and for at least an hour after birth.
- **Latching during the "golden hour".** While being held skin to skin, your newborn will instinctively try to start suckling. But, don't get discouraged if your baby is struggling with latching; it takes practice! If your baby is unable to breastfeed right after birth, it's important to use a breast pump as soon as possible.
- **Laid-back positioning.** Research has shown that breastfeeding baby in a reclined position is the best way to stimulate natural feeding reflexes in both moms and babies. Using gravity to hold baby against your chest instead of sitting in an upright position, frees up your hands and is much more comfortable for mom and baby. This position also helps baby get a better, wider latch, leading to decreased nipple pain.
- **Nurse or pump often.** Breast milk is produced on a supply-demand basis, so frequent nursing and/or pumping in the first few days after birth is important. You should try to nurse or pump every 2-3 hours.

BREASTFEEDING ISSUE

WHERE TO START

COMMON MYTHS

HOW MUCH IS ENOUGH?

BLACK BREASTFEEDING WEEK

RESOURCE SPOTLIGHT: BREASTFEED ATLANTA

UPCOMING CLASSES AND EVENTS



Common Myths

Pregnancy and childbirth are surrounded by old-wives' tales. Here are some of the most common breastfeeding myths:

- **It's normal for breastfeeding to hurt.** The first few days of breastfeeding can sometimes be uncomfortable, but it should never hurt. Discomfort should never last more than the first few days. If you dread breastfeeding because of pain, something is wrong and you need to let your provider know. Your baby could be latching poorly or you could be suffering from an infection.
- **You should only eat bland foods while breastfeeding.** Studies show you should eat whatever you want while breastfeeding. In fact, some have shown that babies who are exposed to various flavors while nursing are more likely to like that flavor when they are weaned. To avoid picky eaters later, spice up your diet now.
- **You need to toughen up your nipples before breastfeeding.** You do not need to toughen up your nipples before breastfeeding. However, you can prepare yourself for breastfeeding in other ways like taking classes or speaking to a lactation consultant.
- **You should stop breastfeeding if you're sick.** If you have a cold, flu, or other minor virus, keep on breastfeeding. Breast milk gives your baby protective antibodies to help your baby's developing immune system fight off infection. It's still important to make sure you wash your hands, avoid coughing and sneezing near your baby, and put those kisses on hold for a few days!
- **Breastfeeding is an effective form of birth control.** If you are having sex, it is completely possible to get pregnant, whether you're breastfeeding or not. Unless you are ready for another baby, you should be discussing other birth control options with your OB-GYN.
- **You're a bad mom if you don't breastfeed.** Although breastfeeding provides amazing benefits for both you and your baby, some women are unable to breastfeed for various reasons. This does not make anyone who supplements breast milk with formula, or relies entirely on formula a bad mother!

*Adapted from Medela, 6 Common Breastfeeding Myths, Busted

RESOURCE SPOTLIGHT: BREASTFEED ATLANTA

Breastfeed Atlanta, next to Kennestone Hospital in Marietta, offers a full line of breastfeeding services and accepts most major insurances, including Medicaid. They offer group classes where you can meet other new moms and learn more about infant feeding and care. Breastfeed Atlanta also offers visits with a lactation consultant. For more information or to schedule an appointment, visit their website [here](#) or call 404-454-9715.



Is it enough?

Many moms wonder if their baby is drinking enough milk at the breast. Here are some signs to look for:

Signs baby is getting enough milk:

- Baby is nursing 8-12 times per 24 hour period.
- Baby seems content and happy after a feed.
- Baby is gaining weight as expected.
- Baby has periods of gulping milk during feedings.
- Baby's stools transition to yellow with a loose and seedy texture by day five. Baby should have 3-4 stools every day by four days of age.
- By day two look for two wet diapers in 24 hours, by days three and four look for three or more wet diapers each 24 hours. By the time your baby is five days old, wet diapers should be more frequent, usually six or more in 24 hours.
- Baby is alert and active when awake, and meeting their developmental milestones.

Signs baby may not be getting enough milk:

- Baby seems very sleepy or lethargic during awake times.
- Baby takes too little or too much time to feed.
- Latching is painful or appears shallow. A poor latch can prevent baby from getting enough milk.
- Baby hasn't regained their birth weight by 10-14 days old or weight gain is slower than expected.
- Baby is not stooling often (they should have 3-4 stools per day by four days old).
- Baby's urine is not pale, and/or you see reddish-brown "brick dust" in the diaper.

Give your pediatrician a call if you think your baby is not getting enough milk.

*Adapted from La Leche League International, Is my baby getting enough milk?

BLACK BREASTFEEDING WEEK AUG. 25-31

Why Black Breastfeeding Week (BBFW)?

Black Breastfeeding Week was created because of persistent racial disparities in breastfeeding rates. The most recent CDC data show that 75% of white women have ever breastfed versus 59% of black women. Black Breastfeeding Week seeks to raise awareness of this issue and to address ways in which we can support black mamas and infants in their breastfeeding journey. These are the top 5 reasons to support BBFW according to BBFW Co-Founder, Kimberly Seals Allers:

- 1. The high black infant mortality rate** - Black babies are dying at two to three times the rate of white babies. According to the CDC, increased breastfeeding among black women could decrease infant mortality rates by as much as 50%.
- 2. High rates of diet-related disease:** When you look at all the health conditions that breast milk has been proven to reduce the risks of—Black children have them the most. From upper respiratory infections and type II diabetes to asthma, sudden infant death syndrome, and childhood obesity.
- 3. Lack of diversity in lactation field:** There is a blatant disparity in breastfeeding leadership as well. Breastfeeding advocacy is white female-led, and does not reflect the diversity of the breastfeeding community.
- 4. Unique cultural barriers among black women:** Black women also have unique cultural barriers and a complex history connected to breastfeeding. From their role as wet nurses during slavery, to the lack of mainstream role models and multi-generational support, Black women have a different dialogue around breastfeeding and it needs special attention.
- 5. Desert-Like Conditions:** Many African American communities are “first food deserts”, areas where women cannot access support for the best first food: breast milk. It is not fair to ask any woman to breastfeed when she lives in a community that is devoid of support.

To get involved and show your support for BBFW, you can attend a virtual baby cafe session through Reaching our Sisters Everywhere (ROSE) at <http://rose.kellimcnair.com/rose-baby-cafe/>, read *The Big Let Down: How Medicine, Big Business, and Feminism Undermine Breastfeeding* by Kimberly Seals Allers, or “like” and share the Black Breastfeeding Week Facebook & Instagram Pages.



Events & Classes

- **Savvy Birth 101, August 19th from 6-7pm**

In this **free** class, we discuss how to receive evidence-based care during pregnancy and childbirth and how to create a team-based atmosphere at your birth. The Zoom link is <https://tinyurl.com/5fk85f3r>.

- **Stork's Nest**

Our local Stork's Nest is offering **free**, app-based learning modules for prenatal education classes. Earn a \$10 gift card per module! Register at <https://tinyurl.com/36k55u56> using Rho Xi Zeta for question 4.

- **Riverside Neighborhood Community Garden, Sundays 1-2pm**

The garden offers **free** membership and classes. Free food is also given to volunteers. The garden is located at 875 Riverside Parkway Austell, GA 30168. For more information email: RNCommunityGarden@gmail.com.

- **Inspiring Fathers, Wednesdays 7-8pm**

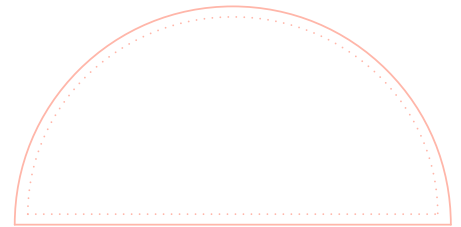
This **free** program is designed for dads and expecting fathers who wish to learn more about fatherhood skills, traits, and practices over a three-month program cycle. It focuses on strengthening family resiliency, fatherhood involvement, and knowledge about parenting skills. This class follows the 24/7 Dads Curriculum and is held via Zoom. Call Chris White at 404-782-7158 for more information.

- **Pickles & Ice Cream**

Pickles & Ice Cream offers **free**, live webinars covering prenatal, postpartum, breastfeeding, and newborn care. You can also earn up to \$20 in gift cards per class! To view class dates and times visit <https://picklesandicecreamga.org/events>.

- **Find a Support Group**

The Georgia chapter of Postpartum Support International has an excellent list of support groups in the area. To view the list, go to <https://tinyurl.com/6npaxr8w> and scroll to the middle of the page. On the right side of the page, you can view lists of mom-led and therapist-led groups in the area.



FEATURED PROGRAM: WIC BREASTFEEDING SUPPORT

Are you pregnant and preparing to breastfeed? Have you just started breastfeeding? Are you facing some bumps in the road? No matter where you are on your breastfeeding journey, WIC Breastfeeding Support has resources that can help. Pregnant and breastfeeding WIC participants receive enhanced food packages, group classes, one-on-one support, and access to breast pumps and pumping accessories (while supplies last).

Call WIC at 770-514-2389 to find out more about what to expect, how to overcome common challenges, and to celebrate your success. You've got this!