

Breastfeeding is Best-Feeding

Summer 2019 Oconto County

Breastfeeding news, info, etc. We promote and support mothers and infants who are breastfeeding!



August is National Breastfeeding Month!

The 1st-7th is World Breastfeeding Week!

Why is this month and time important?
It brings awareness and support to moms and babies that are on the breastfeeding journey.

The slogan for this year's WBW is
"Empower Parents, Enable Breastfeeding."

Focusing on supporting both parents to be empowered is vital in order to realize their breastfeeding goals. Breastfeeding is in the mother's domain and when fathers, partners, families, workplaces, and communities support her, breastfeeding improves.

We can all support this process, as breastfeeding is a team effort. To enable breastfeeding we all need to protect, promote and support it.

Globally

Optimal breastfeeding is vital to the lifelong good health and wellbeing of women and children.

Recommendations:

- Early initiation of breastfeeding within 1 hour of birth.
- Exclusive breastfeeding for the first 6 months of life.
- Continued breastfeeding up to 2 years of age or beyond, with introduction of nutritionally adequate and safe complementary (solid) foods at 6 months.



Summer Time Breastfeeding Tips

1. Stay hydrated – keep a bottle of water with you at all times
2. Cover with a light weight blanket – if you choose to cover while you nurse, make sure it is breathable for baby. You could even try a super light nursing scarf!
3. Be strategic – if you know you'll be out for a bit, feed baby ahead of time. Also you could pump a bottle for on the go so you don't need to nurse in the heat.
4. Find a cool spot – sit under a big tree in the shade, or if a park has a shelter. You could even pack an umbrella
5. Keep baby cool – keep your baby covered with an umbrella or in the shade.

Breastmilk Storage

Freshly pumped – 4 hours on the counter, 4 days in the refrigerator, 6–12 months in the freezer

Thawed, previously frozen – 1 to 2 hours on the counter, 24 hours in the fridge, NEVER refreeze milk

Leftover from a feeding – use within 2 hours after infant is finished feeding

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Support Groups for Breastfeeding

- Breastfeeding Mama Talk
- Milky Mamas Breastfeeding Support
- Breastfeeding moms of Wisconsin
- Project Support: Breastfeeding Advocacy in Green Bay WI