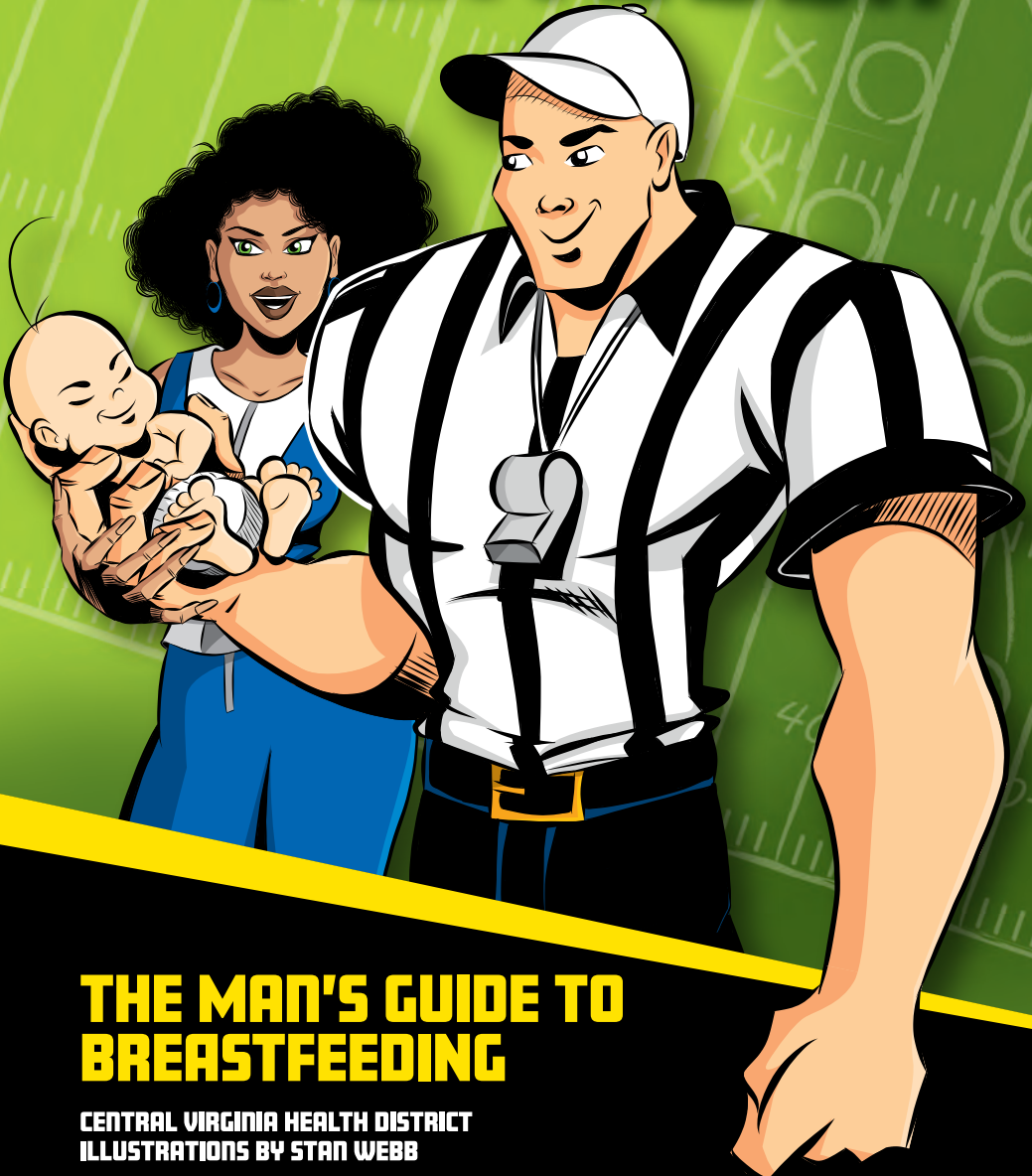




**BREAST
FEEDING**

THE PLAYBOOK



THE MAN'S GUIDE TO BREASTFEEDING

**CENTRAL VIRGINIA HEALTH DISTRICT
ILLUSTRATIONS BY STAN WEBB**

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GUYS,
I KNOW
WHAT YOU'RE
THINKING:
"MEN AND
BREASTFEEDING?
WHAT DOES THAT
HAVE TO DO
WITH ME?"

YOUR PARTNER NEEDS YOU!

Well, a lot, actually! You play a HUGE role! Studies show without their partner's support:

- 1/3 of women quit right away and only 10% continue to 6 months (that's the absolute MINIMUM you're supposed to, by the way!)
- Other studies show your opinion on breastfeeding has THE GREATEST influence on whether or not she'll do it!

Why does that matter? Because babies that don't get breastmilk are more likely to:

- Die from SIDS (Sudden Infant Death Syndrome)
- Be sick
- Get ear infections
- Have allergies
- Be obese
- And more!



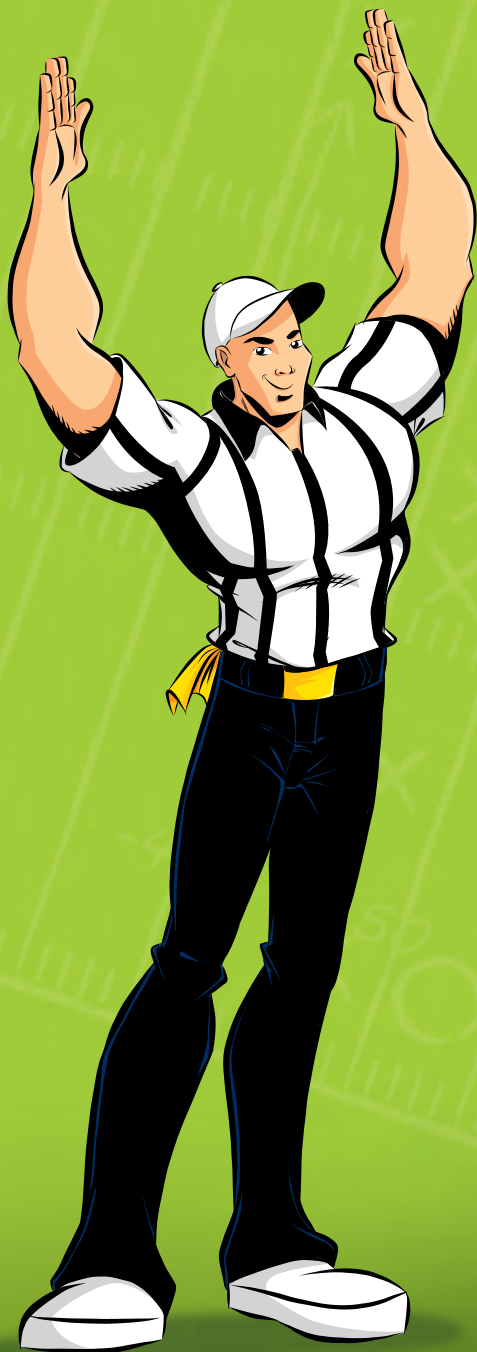
LET'S THINK ABOUT FEEDING YOUR BABY IN TERMS MANY OF US UNDERSTAND—FOOTBALL.



You see, breastmilk is your MVP and should always be on your starting line-up. When breastmilk isn't available, formula can be a great addition to the team, whether in the first quarter or before the game-winning touchdown. But remember, breastmilk should always be your first choice!



WITHOUT BREASTMILK, YOUR BABY COULD BE MISSING OUT



BREASTMILK

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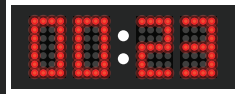
FORMULA

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BREASTMILK SCORES BIG FOR BABY

Breastmilk	Formula
Is ideal nutrition for your baby	Has different vitamin and mineral content
Fights diseases attacking your baby (has antibodies)	Cannot fight disease with antibodies
Changes as your baby grows (to meet their changing needs)	Cannot change
Is tailor-made to suit the needs of YOUR baby	Is made to suit the needs of most babies
Is easier to digest	Is harder to digest

BREASTMILK



FORMULA



BREASTFEEDING SCORES POINTS FOR PARENTS

Breastmilk	Formula
Makes it easier to lose pregnancy weight	Will not help your partner lose weight
Reduces your partner's risk of breast cancer	Offers no cancer protection
Reduces her risk of ovarian cancer	Offers no cancer protection
Reduces your partner's risk of diabetes	Cannot protect against diabetes
Is free	Using formula alone can cost \$2,000 in the first year

WITH ONLY FORMULA ON YOUR TEAM

Babies who aren't fed breastmilk are more likely to:

- Die from SIDS (Sudden Infant Death Syndrome)
- Get diabetes
- Be sick
- Get ear infections
- Have allergies
- Get eczema (skin rashes that won't go away)
- Have stomach issues
- Get diarrhea
- Become obese

WHEN CAN FORMULA WIN THE GAME?

Use formula if:

- Either parent has HIV/AIDS because breastmilk can infect your baby.
- Your baby's mother has a drug/alcohol addiction.
- Your partner is taking certain medications (ask her doctor what's OK).

THE B.R.E.A.S.T. PLAN TO SUPPORT YOUR PARTNER

Play #1

BE ENGAGED

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- Calm your baby before your partner breastfeeds.
- Hold until ready to latch.
- Stick around, in case she needs something.
- Tell her she's doing awesome and how much you appreciate her hard work.

Play #2

RECHARGE

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- To make breastmilk, your partner will need lots of water.
- Place water bottles at her favorite breastfeeding spots.
- Bring her water every time she feeds your baby.
- She will also need lots of fuel (food), so bring her a snack. Remember, she's eating for two!

Play #3

EDUcate YOURSELVES

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- You and your partner should learn all you can about breastfeeding.
- Take a class, read baby books, and speak to friends and family about their experience.
- For a play-by-play rundown of everything you need to know, visit <https://www.womenshealth.gov/breastfeeding>.

OK, SO YOU WANT TO TAKE IT THE WHOLE NINE YARDS.

HERE'S HOW YOU CAN SCORE THE GAME-WINNING TOUCHDOWN!



Play #4

ACT LIKE A REF

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WHEN YOUR BABY CRIES, MAKE THE CALL: HUNGRY OR NOT HUNGRY? FIRST, CHECK:

- Do they need a diaper change?
- Is it naptime?
- Does your baby want to be held?
- Hand off to your partner if your baby is smacking their lips or sucking their fist (these are hunger cues).

Play #5

SHIELD YOUR PARTNER (IF SHE ASKS)

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- Offer a blanket to cover them.
- Sit next to or stand in front of her.
- Tell her it doesn't matter to you how much skin she shows.

Play #6

TAKE THE BALL AND RUN WITH IT

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QB

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BE THE FIRST TO:

- Change the diapers.
- Burp the baby.
- Wash the dishes.
- Cook the meals or take care of the other kids while your partner is breastfeeding.

BUSTING BREASTFEEDING MYTHS

MYTH #1

MY BABY ISN'T GETTING ENOUGH MILK

At birth, your baby's belly is only the size of a marble. It's normal for babies to lose a little weight the first few days after birth. But after that, if your baby is gaining the right amount of weight, they're getting the right amount of milk. If you're still worried, call a lactation consultant.

MYTH #2

MY PARTNER WILL BOND WITH OUR BABY MORE THAN ME

Just because you can't breastfeed, doesn't mean you can't bond.

- Sit with your baby face-to-face. Your baby will learn your smell and recognize your face, the same as they do with your partner.
- When your baby is breastfeeding, sit next to your partner to stay involved in the process.
- Get skin-to-skin contact, holding your baby on your chest.

MYTH #3

BREASTFEEDING TAKES TOO MUCH TIME

Not true! You'll save time:

- Not washing/sterilizing bottles.
- Not buying formula.
- Not taking your baby to the doctor.



MYTH #4

BREASTFEEDING WILL MAKE MY PARTNER'S BREASTS SAG

It's actually pregnancy itself—not breastfeeding—that can cause the skin to stretch.

MYTH #5

EVERYBODY USES FORMULA

Actually, breastfeeding is the most common way to feed your baby. In fact, about 80% of U.S. women start out breastfeeding.

DO THIS, NOT THAT

DO...

- Help your partner find a comfortable position and get her a pillow.
- Keep her company.
- Help your partner set up a game plan to return to work or school.
Decide:
 - When will she return to work/ school?
 - Where can she pump milk throughout the day?
 - When will she speak to her boss or teachers about her plan to pump?
 - Does the school/ worksite have a fridge to store the milk?
 - Will she bring a pump with her each day or leave one at work/ school?
- Help more around the house. Breastfeeding is hard work, so your partner's going to be tired. Not sure what to do? Ask!
- Make sure your partner's favorite breastfeeding spot is clean, peaceful, and quiet.
- Offer to become the milk manager. If your partner is pumping, label the milk with the date and check on the amount of frozen milk in the freezer.

GET INTO THE GAME



DON'T!

DON'T...

- Don't give your baby pacifiers until breastfeeding is going smoothly. This may make breastfeeding fail.
- Don't rush your partner during breastfeeding.
- Don't expect your partner to breastfeed at a certain time or on a certain schedule. Nursing is a 24/7 job, and the baby—not your partner—decides feeding times.
- Don't look embarrassed when your partner is breastfeeding in public.
- Don't criticize her breastfeeding ability.
- Don't rely on your partner to know everything about your baby. Go to your baby's checkups and ask questions.
- Don't snooze while your partner's breastfeeding at night. Get up with her, bring her the baby, help the baby latch, and hold or burp the baby afterward.

DON'T STAY ON THE SIDELINE



PROBLEMS

COMMON PROBLEMS

My baby is crying and my partner can't breastfeed

- Thaw some breastmilk from the freezer and give your baby a bottle.
- Wash your hands, then put the tip of your pinky in the baby's mouth. This will calm your baby until your partner is ready.
- Give your baby a pacifier (if breastfeeding is well-established).
- Use distraction—grab a toy, make funny faces, get creative!
- Gently rock or sing to the baby. Since your baby knows your smell (and is comforted by it), just holding them can help.
- Try skin-to-skin contact (put your baby—wearing just a diaper — on your bare chest).
- Try swaddling!



EMS!

My partner's breasts/ nipples are sore

- Sore breasts may mean she has full (engorged) breasts, a common issue caused by fluid build-up. Offer to call a lactation consultant (a breastfeeding specialist).
- Sore nipples usually mean your baby is having an issue with latching (how your baby puts their mouth on the breast). What should you do? You guessed it—offer to call a lactation consultant.
- In the meantime, offer her nipple cream (available at most drug stores). This helps with any nipple cracking or bleeding.
- Offer her a clean breastfeeding pad and remind her to change them often.



My partner is ready to give up

- Don't! While breastfeeding can be hard at first, it DOES get easier over time.
- It is a learned skill that takes practice to perfect.
- Remind your partner why you started breastfeeding in the first place. Don't worry, you'll get it!



Still having problems?

- Call a breastfeeding specialist, the health department, or get plugged-in to a breastfeeding support group.
- Visit the following website for more info on common problems and their solutions. <https://www.womenshealth.gov/breastfeeding/breastfeeding-challenges>

HELP!



- **WIC**
(Women, Infants, Children)
As part of the Lynchburg Health Department, WIC provides nutrition education, healthy foods, and breastfeeding support for women with children up to age 5.
(434) 477-5937
- **LA LECHE LEAGUE OF LYNCHBURG**
This peer-support group will teach you about breastfeeding.
Terese at terese118@gmail.com or LLLLynchburg.blogspot.com
- **FIND A LACTATION CONSULTANT**
These are breastfeeding specialists.
uslca.org/resources/find-an-ibclc
- **NATIONAL WOMEN'S HEALTH AND BREASTFEEDING HELPLINE (FREE)**
Speak to a breastfeeding peer-support counselor.
1 (800) 994-9662
9:00AM-6:00PM, Monday through Friday
- **CENTRA HEALTH LACTATION SUPPORT**
These lactation consultants can help with any breastfeeding issue. Leave a message and they will call you back.
(434) 401-9344
- **THE MOTHERHOOD COLLECTIVE**
They offer evidence-based education and peer-to-peer support for all your pregnancy, birth, and parenting needs!
(434) 264-6455

GEAR UP

ARE YOU READY FOR GAME DAY? ALTHOUGH BREASTFEEDING DOESN'T REQUIRE ANY SUPPLIES, SOME OF THESE PRODUCTS MAY MAKE IT EASIER.



BREAST PUMP

Allows your partner to save and store breastmilk for later. Call your insurance to find out what they provide.

BREASTMILK BAGS

These store milk for later use. Don't forget to label, date, and refrigerate or freeze!



BREASTFEEDING PADS

These protect the nipple in between feedings and catch any leaking milk.



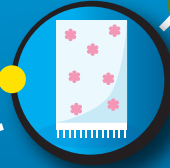
NIPPLE CREAM

Relieves dry, cracked, or bleeding nipples.



NURSING PILLOW

Supports the baby while breastfeeding.

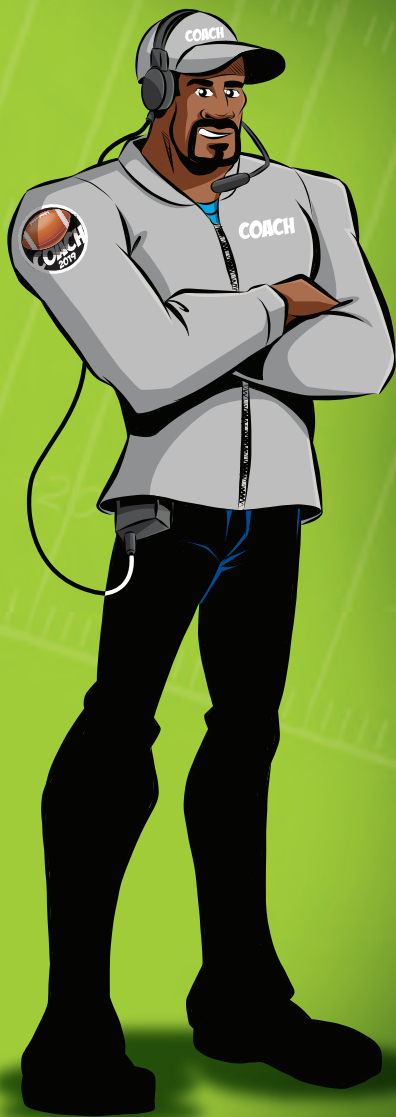


COVER/ BLANKET

Offer this to your partner (if she wants) to help provide privacy while breastfeeding.

QUESTIONS FOR THE COACH

STILL HAVE QUESTIONS? SWEET. WE HAVE ANSWERS.



1. HOW DO WE INCREASE MY PARTNER'S MILK SUPPLY?

It's common to worry a baby's not getting enough, but wet and dirty diapers help show your baby is getting plenty of milk. If you're still worried, call a lactation consultant.

2. CAN MY PARTNER HAVE CAFFEINE?

Yes, most babies can tolerate a little, but late-night caffeine can make sleep difficult for the whole family. Limit caffeine to less than 300mg a day.

- Cup of coffee (8oz): 95-165mg
- Cup of black or green tea (8oz): 25-50mg
- Can of soda (12oz): 30-55mg

3. HOW LONG SHOULD MY BABY BREASTFEED?

It's a joint decision made by mother and baby, but The World Health Organization recommends nothing but breastmilk for the first 6 months.

4. SHOULD MY PARTNER BREASTFEED IF SHE SMOKES CIGARETTES?

Yes, the benefits of breastfeeding are too great to miss. Since smoke can damage the lungs, a smoke-free home is best for baby.

5. WHEN WILL MY BABY SLEEP THROUGH THE NIGHT?

Babies need to wake up frequently while growing the fastest (the first few months of life). By 4 months, most babies sleep 4 hours straight.

REPLAY

THE INSTANT REPLAY

Please remember, while breastfeeding exclusively is ideal, it's not the only way! Some parents can't breastfeed, others may choose to breastfeed sometimes and supplement with formula, while some may find it's not the best fit for themselves or their baby. We know all parents want to do what's best for their child, and no matter what, we support you!



