



Must-See for New Parents!

The Best Start for Your Baby: Breastfeeding, Skin-to-Skin Contact, and Rooming-In Care

1. Why Breastfeed?

☞ Breastfeeding is the best choice for both mother and baby.

Breast milk is the most natural and ideal nutrition for babies.

It supports brain development, promotes healthy gut bacteria, helps babies grow well, and reduces the risk of illness.

For mothers, breastfeeding helps the uterus contract, reduces postpartum bleeding, supports recovery, and lowers the risk of breast and ovarian cancer.

2. How to Successfully Breastfeed?

☞ Nutrition and early skin-to-skin contact

During pregnancy, mothers should maintain a balanced diet and adequate nutrition to prepare for breastfeeding after delivery.

After birth, early skin-to-skin contact is recommended, which means placing the baby directly on the mother's chest.

This helps the baby feel secure and cry less.

It also helps the baby find the breast and begin feeding.

In addition, it stimulates milk production and increases breastfeeding success.

Studies also show that babies who receive early skin-to-skin contact are more likely to start and succeed in breastfeeding.

To increase milk supply, the most important thing is frequent feeding.

The more the baby feeds, the more milk is produced.

If feeding is less frequent, milk production will decrease.

Continuous breastfeeding helps maintain a stable milk supply.

Rooming-in is recommended.

It allows parents and family members to understand the baby's behavior and learn caregiving skills and basic newborn care.

When the baby wants to feed, breastfeeding can be started immediately, which helps establish a good feeding pattern.

3. How to Know When Your Baby Wants to Feed?

☞ Feed on demand

Within 30 minutes after birth, the baby can begin breastfeeding.

Newborns feed frequently with short feeding durations, which is normal.

Signs that the baby wants to feed:

- Sucking hands
- Sticking out the tongue
- Moving the mouth

During feeding, keep the baby close to the mother,

and ensure the baby's mouth covers the nipple and part of the areola

for effective feeding.

☞ Feed according to the baby's needs, without a fixed schedule.

Exclusive breastfeeding is recommended for the first 6 months.

After that, complementary foods can be introduced, while continuing breastfeeding up to 2 years or longer.

4. Important Notes and When to Seek Medical Care

☞ Mothers also need to take care of themselves

During breastfeeding, mothers should:

- Drink plenty of water
- Maintain a balanced diet
- Avoid smoking
- Avoid excessive dieting

When seeking medical care and medication is needed, please inform the doctor that you are breastfeeding.

Seek medical care if:

1. Fever above 38°C
2. Breast lumps or pain, and difficulty expressing milk
3. Signs of mastitis (redness, swelling, heat, pain)
4. Symptoms do not improve

☞ If you have any questions, please consult healthcare professionals.

☎ 24-hour Breastfeeding Consultation Hotline: 02-66299122

Closing

Breastfeeding is a learning process.

Mothers do not need to put too much pressure on themselves.

Take it step by step.

Every effort is an expression of love for your baby.

☞ We are here to support you in your breastfeeding journey.