



Tips for *Breast/Chest Feeding Success* in the first week



1. The postpartum parent's job is to feed the baby. Everyone else's job is to take care of the postpartum parent.
2. The first week is the most crucial.
3. Latch in the first hour of life.
4. Keep baby skin to skin whenever possible.
5. Keep feeding, keep feeding, keep feeding. When in doubt, offer a feed.
6. Good latch= chin nestled in, nose free and clear, audible swallowing.
7. If it's uncomfortable, unlatch and start over.
8. Keep removing milk, even if baby can't.
9. Hand express before or after feeding.
10. Always ask for help sooner rather than later.

What to do if...

Your baby is too sleepy to latch

Strip them down to their diaper, lay them on a flat surface like the changing table, and don't touch them. They will probably wake right up. If they still don't wake enough to feed, try again in 20 minutes.

It hurts when you latch baby on

Immediately use your pinkie to break the seal and unlatch them. Then try again. A painful latch is not an effective latch and will cause injury.

Your baby's hands keep getting in the way

Babies use their hands to orient themselves to the nipple. Reposition them to "hug" the breast or try a more reclined position with baby on their tummy.

Your baby latches but then quickly unlatches themselves

The latch was probably not quite right and your baby needed to try again. Try scooting them down your body.

Your baby latches and immediately falls asleep

Strip them down to their diaper, lay them down on a flat surface, and wait for them to be alert again. Re-latch and do breast compression to speed the flow of milk and reward baby for their effort.

Your baby falls asleep after a long feed but doesn't unlatch

It's okay to leave them there as long as you like, or you can unlatch them using your pinkie to break the seal.

What to do if...

Your baby takes the first side but not the other side

That's okay. If they're sleepy, wake them up and try again. If they're still not interested they're probably just content with just one side.

Your baby seems hungry but you just fed them

Try latching them again. It's normal for a newborn to want to nurse very frequently in the first weeks.

Your breast/chest tissue become painfully engorged

Use ice packs between feeds to minimize swelling. Use ibuprofen as needed. Keep feeding baby frequently. Swelling usually goes down after 2 days.

Your nipples are sore or raw

If pain is continuous through the feed, unlatch and try for a deeper latch. If pain is most intense when baby first latches but quickly dissipates, this is likely the result of prior nipple damage, and there's no need to unlatch. Use hydrogel pads on your nipples between feeds and ibuprofen or tylenol to help with pain. **Get help from a lactation professional to help with your latch.**

Your baby is not latching at all, not getting enough wet diapers, or misses more than one feed in a row

Hand express and pump frequently, and feed the expressed milk to your baby using a syringe. **Get help from a lactation professional and contact your pediatrician.** Supplementation may be needed to make sure your baby has the hydration and calories needed to keep working at breastfeeding.

Prenatal Checklist

- ☐ Hang your Tips for Breast/Chest Feeding Success sheet on your refrigerator and read it every day.
- ☐ Arrange post-workshop 1:1 follow up or prenatal meeting with an IBCLC
- ☐ Arrange your postpartum care with family, friends, support circles, IBCLC and/or a postpartum doula.
- ☐ Read through your "What to do if..." sheet
- ☐ Watch/re-watch breastfeeding videos from slides
- ☐ Order a breast pump. This should be covered by your insurance.
- ☐ Stock up on snacks, fill the freezer
- ☐ Practice hand expression (after 36 weeks, low risk pregnancies)
- ☐ Put your feeding log and "What to do if..." sheets in your hospital bag.

Product Recommendations

Must haves!

Hydrogel pads- Made by multiple companies. Ease soreness that can occur while learning to latch well. Brands include Medela, Lansinoh, Frida, and Ameda.



Bamboobies nursing pads- Super soft and absorbent. The daytime pads are very thin and not visible under clothing, and the night time pads work well to absorb leakage while sleeping or during night time feeds.



Evenflo Wide Neck Bottles- If baby needs to supplement, this nipple shape best supports a wide mouth sucking position. Be sure you have the slow flow nipples.



Simple Wishes Adjustable Hands Free Pumping Bra- I don't recommend any other pumping bra. This is the only one I've found to reliably hold your pump flanges in place.



Lactation & Doula Services

Post-workshop 1:1 follow up (virtual)

Discuss your personal needs and goals to incorporate what you learned and plan for success

60 minutes

\$50

“First Latches” hospital or home visit (Days 1-3)

On-call assistance arranged ahead of time.
Assistance with learning to latch your baby, supportive positioning, and pump support as needed.

Up to 120 minutes

\$130/\$160/\$190

Home lactation visit

Help and custom feeding plan for latch, pumping, milk supply concerns, pain, engorgement, etc.

Up to 120 minutes

\$110/\$140/\$170

Remote lactation visit

Addresses the same concerns as a home lactation visit. Some small limitations to physical support apply, but position and latch can be addressed remotely!

Up to 120 minutes

\$100/\$130/\$160

Talk to a Doula- virtual doula support

Chat about baby questions, sleep, physical recovery, emotional transitions, or whatever's on your mind

90 minutes

\$70/\$100/\$130

Daytime postpartum doula care

Recovery support, education, infant care, food prep, and more.

3-4 hour shift

Starts at \$85/hr

Overnight postpartum doula care

Recovery support, education, infant care, food prep, and more.

8-12 hour shift

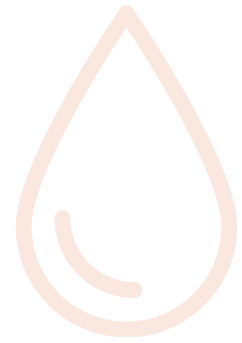
Starts at \$85/hr

Travel fee

For travel more than 45 minutes from El Cerrito

\$30/visit

Breast/Chest Feeding Success Bundle



This bundle maximizes your chances of meeting your feeding goals

Similar to a flat fee birth doula package, but for lactation! It provides the prenatal and postpartum support needed to help things go smoothly in the first weeks and address difficulties early, before they become much bigger challenges.

Bundle includes:

- ☒ One post-workshop 1:1 session prenatally
- ☒ Two "First Latches" on-call hospital or home lactation visits up to 150 minutes
- ☒ Three 8-hour overnight postpartum doula shifts in the first 2 weeks
- ☒ \$10/hr discount on up to 24 additional hours of overnight or daytime postpartum doula support
- ☒ Two remote follow ups
- ☒ Daily text support

+ Lactation care
essentials kit

Sliding scale fee structure: \$2600-\$3100

Resource List

Bay Area IBCLC lactation consultants

- [Serena Meyer- Bay Area Breastfeeding Support](#)
- [Ellen Schwerin- Happy Milk Lactation Support](#)
- [Jennifer Suffin, IBCLC](#)
- [Bay Area Lactation Associates Directory](#)

Lactation-experienced doulas

- [Melissa Koning- postpartum & lactation packages](#)
- [Laura Howells- Woven Lactation- postpartum](#)
- [Meleah Eckstrand- birth](#)
- [Rebecca Duncan- Empathic Doula Services- birth & postpartum](#)
- [Emily Trenholm- ETLC- postpartum](#)
- [Enricka Garcia, IBCLC- postpartum](#)

Lactation support groups

- [East Bay Birth and Lactation](#)
- [Breast Friends Lactation](#)
- [UCSF MILK Support Group](#)
- [La Leche League](#)
- [Nursing Mothers Counsel](#)

Meal prep services

- [The Milky Oat](#)
- [Kitchen Doula](#)
- [The Foodie Doula](#)
- [Earth Mother Meals](#)

Sleep support

- [Jen Kiatta, IBCLC, Pediatric Sleep Consultant](#)
- [Dr. Angelique Millette, Sleep and Parenting Coach](#)
- [Sarah Healy Sleep](#)

Resource List

Food, housing, or baby supply assistance

- WIC– also provides lactation support
- CalFresh
- SF–Marin Food Bank
- Berkeley Food Network
- Homeless Prenatal Program
- Postpartum Support Center Diaper Bank

Mental health support

- Postpartum Support International– hotline, resources, groups
- 988 Suicide & Crisis Lifeline
- Postpartum Support Center– Marin

Parent groups

- The Motherlines– matrescence support
- East Bay Birth Collective– pregnancy & postpartum groups
- Postpartum Support International– wide variety of group themes

Resource centers

- Natural Resources– SF
- Postpartum Support Center– Marin
- Brilliant Births– Berkeley
- East Bay Birth Collective– Oakland

Reliable medical info

- American Academy of Pediatrics Parenting Site
- LactMed Drugs and Lactation Database
- American College of Obstetrics and Gynecology patient site
- AAP Vaccine Information

Dads

- MamaRoots Dads Group
- East Bay Birth Collective Dads Group

Resource List

Queer parents

- Pregnant Together- support and resources
- Jacob Engelsman, IBCLC- trans & queer breast/chest feeding
- BORN Collective Queer Parent Support Group
- Natural Resources Queer Family Meetup
- East Bay Birth Collective Queer Families Circle

Racial/ethnic identity-focused groups

- Asian Birth Collective
- RAMS Black Mamas Meetup and Dadicated Dad Group
- Black Moms Playdate

Perinatal therapists

- Marin Perinatal Therapy
- Perinatal Psychotherapy Services
- Dana Levandoski, LCSW
- Sarah Kwan, PhD
- Black Girls Mental Health Collective
- Robyn Alagona Cutler, LMFT

Pregnancy and infant Loss

- HAND of the Bay Area
- Now I Lay Me Down to Sleep- remembrance photography

Media

- @hannahcroftibclc - great latch visuals!
- @lalactation - useful lactation content
- @healthychildrenaap - info about pediatric health
- @yourlifeafterbaby - postpartum and newborns
- Evidence Based Birth website & podcast- all things birth
- Feed the Baby by Victoria Facelli, IBCLC
- Birth Vibes by Jen Hamilton
- Raising Good Humans by Hunter Clarke-Fields, MSAE

Feeding Log

Day 1: _____

Time	Left	Right	Pee Goal: 1	Poop Goal: 1	Notes

Feeding Log

Day 2: _____

Time	Left	Right	Pee Goal: 2	Poop Goal: 2	Notes

Feeding Log

Day 3: _____

Time	Left	Right	Pee Goal: 3	Poop Goal: 3	Notes

Feeding Log

Day 4: _____

Time	Left	Right	Pee Goal: 4	Poop Goal: 4	Notes

Feeding Log

Day 5: _____

Time	Left	Right	Pee Goal: 5	Poop Goal: 5	Notes

Feeding Log

Day 6: _____

Time	Left	Right	Pee Goal: 6	Poop Goal: 6	Notes

Feeding Log

Day 7: _____

Time	Left	Right	Pee Goal: 7	Poop Goal: 7	Notes

Feeding Log

Day 8: _____

Time	Left	Right	Pee Goal: 7+	Poop Goal: 7+	Notes