

# COOS COUNTY **Breastfeeding** BASICS



# About This Guide

Based on a 2018 Breastfeeding Support Survey conducted by Coos Health & Wellness, it is evident that Coos County residents understand the importance and benefits of breastfeeding for both baby and mother. However, they lack certain information and resources to help breastfeeding mothers and families achieve their breastfeeding goals. Through the survey, community members let us know what information and resources they are looking for.

This booklet gathers all of the information requested through the survey and talks about common challenges that happen during breastfeeding. It also discusses ways to help mothers and families overcome the challenges and accomplish their breastfeeding goals. The booklet gathers existing local resources for our community members to visit and share.

## Acknowledgments

The Coos County Breastfeeding Basics booklet was developed through the Coos Health & Wellness Public Health Division and funded by the Oregon Health Authority Maternal and Child Health Services Title V Block Grant. The booklet was assembled by Maiya McNaughton, Coos Health & Wellness AmeriCorps VISTA, and produced by graphic designer Becky Shuck.

## Vocabulary

*Breastfeeding = Nursing.* In this booklet, these two words are used with the *same* meaning. Both describe the way to feed a baby or young child with milk expressed [or removed] from a human's breast.



# COOS COUNTY BREASTFEEDING BASICS

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# Latching



## HOW TO PROPERLY LATCH:



1 Hold your breast by placing your thumb on the top of your breast and other fingers underneath.



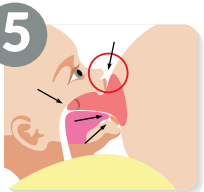
2 Using your other hand, support the baby's head and neck, and bring your nipple above the baby's top lip.



3 If needed, tickle the baby's nose and upper lip with your nipple to encourage the baby's mouth to open.



4 Once the baby's mouth is open, lead the baby's chin into your breast and away from your nipple so the baby's top lip comes down on the nipple.



5 The baby's head should be slightly tilted back, lips pushed out like a fish, and the tongue extended.



PROPER LATCH



IMPROPER LATCH

## COMMON ISSUES:

### PAIN

- Pain can be common within the first couple weeks of breastfeeding
- If it hurts or doesn't feel right, use a clean finger to gently place in the baby's mouth to break the latch, and try again

### CRACKED/BLISTERED NIPPLE CARE

After each feeding, try a salt water rinse:

1. Add  $\frac{1}{2}$  teaspoon of salt to 8 ounces of lukewarm water and mix solution.
2. Place breasts in mix and soak for a couple minutes.
3. Pat nipples dry softly with a cloth or paper towel.
4. Once dry, apply lanolin cream to nipples.

### FRUSTRATION

- Remember to take breaks
- Find a quiet and calming place
- Have skin-to-skin time
- Hold baby and spend time letting them lead and find the nipple
- Bay Area Hospital's MOMS Program has lactation consultants available to answer breastfeeding questions and home visits. *(See page 21 for the MOMS contact information)*
- Ask for help from your doctor or a lactation consultant

# Breastfeeding Positions



There are many different positions and ways to hold baby while breastfeeding. Your positioning can change for each feeding and may depend on the size of your breast. It's important to find the position that is comfortable for you and your baby.

*Here are some options:*

## **CRADLE HOLD**

With a pillow on your lap, place the baby on their side so your stomachs are touching. Rest the baby's head in your forearm to support their head and neck.



## **CROSS-CRADLE HOLD**

Similar to cradle hold, use a pillow to support the baby and position your stomachs to touch. Instead of cradling the head into your forearm, use the opposite hand to reach over the baby and hold their head and neck.



## FOOTBALL HOLD

With a pillow on your lap, place the baby on the pillow with their legs tucked under your arm. Use your forearm to support the baby and hold their head with your hand.



## LAIID BACK POSITION

Recline back with a pillow (or two) behind you for support or recline back into a supportive couch/comfy chair and place the baby chest-to-chest. This position can be hard to achieve when beginning to breast-feed as well as when the person has smaller breasts.



## LAYING DOWN OR SIDE-LAY

Move to your side and use pillows to support your knees, neck, back, or wherever you need extra support. Place the baby on their side so they face your breasts use your arm and hand to support their back and neck.



## NURSING PILLOWS

For extra support for mom and baby, look into nursing pillows that are designed to provide back and arm rest.

- Try the “My Breast Friend” brand nursing pillow
- Need extra help or have questions?  
(See page 21 for Coos County and online resources!)



## WHAT CAN AFFECT YOUR MILK SUPPLY?

- **Baby's Age:** In the beginning, your milk supply is still building. As baby grows, frequent feedings will help increase your supply so be sure to feed baby on demand rather than sticking to a schedule and possibly waiting to breastfeed.
- **Time of day:** Some moms find they have a larger milk supply in the mornings.
- **Mom's Nutrition:** Eat a variety of healthy foods and drink water throughout the day.
- **Number of Sessions:** As baby grows, the number of sessions per day can change so if mom is pumping, make sure to pump as frequently as the baby would breastfeed.
- **Not Getting Enough Rest:** Recovering from childbirth, the demands of motherhood, and breastfeeding a newborn can be exhausting. Fatigue and a lack of energy can interfere with breastfeeding. It's very important that you get enough rest.



## Concerned your baby isn't eating enough or gaining enough weight?

- Remember this is the approximate size of the **baby's stomach**



### Day 1

Size of a  
CHERRY  
5 - 7ml

### Day 3

Size of a  
WALNUT  
3/4 to 1 oz.

### 1 Week

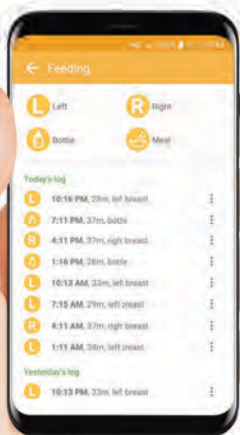
Size of a  
APRICOT  
1 to 2 oz

### 1 Month

Size of an  
EGG  
2 to 3 oz

## WHAT TO DO?

- You can track wet and dirty diapers because as your milk builds and changes, the baby's poops will too.
- For pumping, try logging the amount of breast milk pumped each session to see if your milk supply is increasing, decreasing, or staying consistent.
- Visit your pediatrician or local WIC program for a weight check and conversation about your concerns.
- For smartphone users, see page 22 for free apps that are useful for tracking diapers, feedings, and more!



"Baby Tracker"  
App shown here

# Milk Supply Concerns



## **SMALL OR LOW MILK SUPPLY?**

When baby wants to nurse again within an hour, you may worry you're not producing enough milk.

### **WHAT TO DO?**

- Be sure you're nursing effectively by checking the baby's positioning
- Switch baby from both breasts to drain milk
- Try pumping or hand expression after nursing to ensure all milk is drained (*see pages 12 & 13*)
- Practice self-care by resting between nursing sessions, drinking plenty of water, and eating healthy snacks
- Contact your health care provider, lactation consultant, or local WIC program with any questions or concerns
- Between feeding, you can place ice packs on your breasts to reduce pain

## **TOO MUCH OR OVER SUPPLY?**

It is common for moms to make more milk than baby needs. You may have an over supply if you have:

- Continued flow of milk after let-down
- Constant feeling of full breasts
- Frequent breast infections or plugged ducts

### **WHAT TO DO?**

- Try nursing in an upright or side-lying position for milk to flow easier
- During the let-down, allow remaining breast milk to flow into a towel
- Try pumping and storing milk, but be careful not to remove too much milk as it can cause your milk supply to increase
- Contact your doctor, lactation consultant, or local WIC program with any questions and concerns

## **ENGORGEMENT?**

Engorgement occurs when milk isn't fully removed from your breast. It is common for moms to experience engorgement when they produce an over supply of breast milk.

- Breasts feel hard, full, warm, tender and painful
- Baby has difficulty latching
- You may have a low-grade fever

### **WHAT TO DO?**

- Massage breasts before and during feedings
- Place a warm, wet towel over your breasts or take a warm shower
- Between feedings you can place ice packs on your breasts to reduce pain and swelling

# Pumping



Pumping is a way of expressing or removing breast milk using a breast pump other than when baby is nursing.

## THREE MAIN BREAST PUMP PARTS

- **Flange or Breast Shield:** The cone-shaped piece that goes over the nipples and part of the breast
- **Milk Container:** The bottle that catches and stores the breast milk that mom pumps
- **Pump:** The device gently suctions out mom's breast milk



## TYPES OF PUMPS

- **Manual:** handle or lever
- **Electric:** batteries or wall plug-in

## NEED A PUMP?

- **Private Health Insurance:** Call your insurance company and ask if you can rent one or if a breast pump is covered through your provider
- **Oregon Health Plan:** Call your CCO and ask if you can rent one or if a breast pump is covered through your plan
- **Contact your local WIC program** as participants may qualify for a pump  
(See page 21 for the WIC contact information!)

## HOW TO PUMP

1. With clean hands, massage your breasts.
2. Start the pump at low suction and increase when you feel comfortable. *(If wanted, use hand to compress breast for extra help.)*
3. Pump each breast for 15 to 20 minutes.
4. When finished, remove and safely set the pump aside, and massage breasts again.
5. If you experience a small or low milk supply, try hand expression to drain breasts of milk. This will help you create a larger milk supply.
6. Wash hands, store milk safely, and clean the pump. *(See pages 14 & 15 on how to store milk)*

## PUMPING TIPS

- Try to pump around the same time each day and at times you would normally breastfeed
- Pump after nursing to drain the breast and increase supply
- Clean pump and all of its parts regularly *(Check the pump's instruction manual to determine proper cleaning)*

## HAND EXPRESSION

*(Important to know if issues with pump arise)*

1. With clean hands, find a position that is comfortable for you and relax your shoulders.
2. Massage your breasts and bend forward a bit to help with milk flow.
3. Place your thumb on top of your breast and fingers underneath so you are cupping your breasts and press your fingers into your chest.
4. Compress your breast and release, but do not remove your hand from your breast.
5. Begin to move your hand to different places around your breast and repeat step 4.
6. The process takes practice to find a comfortable position and rhythm of compressing to express your breast milk.

# Storing Milk



## PROPERLY STORE BREAST MILK

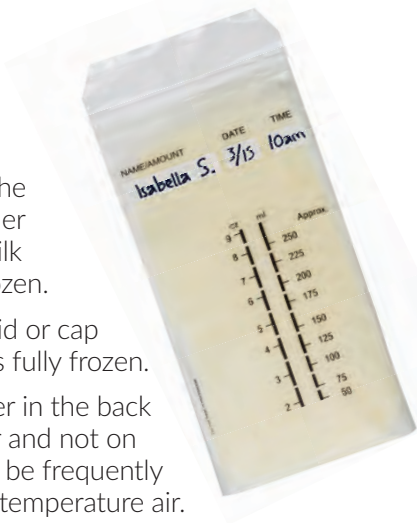
1. With clean hands, store breast milk in a plastic or glass bottle with screw on lid OR a sterile zip-seal bag (*found in baby section of grocery stores*).
2. Label the container with the date the breast milk was pumped. If the breast milk is handled by a child care provider, label the baby's name.
3. Cool down the pumped breast milk as soon as possible. This can be done by storing it in the refrigerator or in a cooler with ice packs. If it is not immediately needed, breast milk can be frozen.
4. Try to store breast milk in amounts you use for a normal feeding. If you choose not to do this, be sure to label the amount of ounces in each container or bag.

## STORAGE OF FRESH BREAST MILK

LOCATION	TEMPERATURE	TIME
Counter	77°F or colder	4 hours
Insulated Cooler	46°F or colder	24 hours
Refrigerator	40°F or colder	4 days
Freezer in Fridge	0°F or colder	2 weeks
Chest Freezer	0°F or colder	6 months

## HOW TO FREEZE BREAST MILK

1. Leave an inch at the top of the container because breast milk expands when frozen.
2. Only tighten the lid or cap after breast milk is fully frozen.
3. Keep the container in the back of the refrigerator and not on door where it can be frequently exposed to room temperature air.



## HOW TO THAW BREAST MILK

1. Use the oldest milk that is still within the appropriate timeline of use. When using older breast milk, it's important to note that your milk changes over time and it's possible the baby may want to drink more.
2. Place the frozen bottle or bag under luke-warm running water or place frozen bottle/bag in the fridge.
3. Do NOT microwave. Microwaving breaks down the nutrients in the breast milk.
4. When breast milk is thawed, stir the milk for contents to mix. It's normal and natural for there to be separation.

NOTE: It's not necessary to heat breast milk, it can be served at fridge temp or room temp.

## STORAGE OF THAWED BREAST MILK\*

LOCATION	TEMPERATURE	TIME
Counter	77°F or colder	1 to 2 hours
Refrigerator	40°F or colder	Up to 24 hours

\*Thawed breastmilk cannot be re-frozen.

**Note:** Once a baby begins drinking expressed human milk, some bacterial contamination occurs in the milk from the baby's mouth. Discard the remaining unused milk within 1 to 2 hours after the baby is done feeding.

# Breastfeeding in Public



## OREGON LAW

**ORS §109.001** gives women the right to breastfeed their child in a public place

## Nervous or uncomfortable?

Tips on being discreet:

- Wear clothes that allow easy access to your breasts
- Use a blanket around your shoulders.
- Practice breastfeeding in front of others at home, such as family and friends
- Look for a place where you and your baby would be comfortable
- There's only pride in feeding a hungry baby
- Remember, it takes practice!

## Criticism?

Unfortunately, not everyone will agree with the choice to breastfeed in public, but this should not deter you from fulfilling your breastfeeding goals!

- **Remain calm:** Have pride in your decision and let others know that breastfeeding is what works for you and your baby.
- **Educate others:** Share the benefits to breastfeeding, correct misinformation
- **Inform them of the law:** See page 23 for cut-out wallet card that documents your right to breastfeed in public and at work (*available in English and Spanish*)



# Breastfeeding at Work

## IT'S THE LAW!

In Oregon, employers are required to meet lactation accommodations. However, employers with fewer than 10 employees can ask the Oregon Bureau of Labor and Industries (BOLI) to be exempt due to undue hardship.

## KNOW YOUR RIGHTS

- **Fair Labor Standard Act** ★ amended in 2010 with Patient Protection and Affordable Care Act
- **ORS § 653.077** ☆ Oregon legislature passed Rest Breaks for Breast Milk Expression Law

### Employers must provide space to express breast milk that is:

- Not a bathroom ★☆
- Private ★☆
- Free of intrusion by employees/public ★☆
- Available as frequently as needed ★
- Near employees' work areas ☆
- Functional for milk expression ☆
- Available as long as needed by the employee (*at least 18 months*) ☆

### Employers must provide reasonable breaks to express milk:

- Whenever needed ★☆
- During paid break time or additional unpaid break time ★☆
- Unpaid time can be made up by working before or after shift, but does not have to be ☆

### What to talk about with your employer:

- Share why you want to continue breastfeeding
- Let them know the benefits to the employer: Nursing moms and babies have a lower risk of developing illnesses which means less sick days and lower health care costs. Workplaces that offer breastfeeding support are shown to have improved employee productivity and loyalty.
- Let them know what you need: pumping time, private space, clean water, etc.

# Ways to Support Mom



A lot of attention is focused on the baby, especially in the beginning, but it's important to check in with mom and ask about her physical, emotional, and mental health.

## **WORRIED ABOUT MOM?**

It's common for many women to experience baby blues. 25% of moms experience depression and anxiety during and after pregnancy.

Here are ways you can help:

- Recognize signs such as frequent anger, difficulty completing tasks, anxiety around the baby, and lack of interest in activities
- Ask how mom is feeling both physically and emotionally
- Let mom know that she's not alone and many women go through a period of perinatal and postnatal depression
- Arrange time for mom to have alone time so she can rest or do enjoyable activities with family or friends
- Encourage and help mom to contact her health care provider for additional emotional support

## TIPS FOR DADS AND NON-NURSING PARTNERS

- Set breastfeeding goals with your partner
- Learn and watch for baby's hunger signs
- Ensure mom is comfortable during feedings by having water and healthy snacks nearby or extra pillows for support
- Burp the baby after feeding and focus on skin-to-skin time
- Help with chores around the house to ease mom's stress
- Make sure mom gets breaks and alone time so she's able to shower, nap, and eat
- Offer encouragement by letting mom know you're proud of her and remind her it's worth it
- Attend a breastfeeding class together  
*(See page 21 for classes in Coos County!)*

## TIPS FOR FRIENDS AND FAMILY

- Check in before visiting as mom and baby are adjusting to a new schedule
- Be conscious of germs by washing your hands before touching or holding the baby  
*(If you were recently sick, refrain from visiting!)*
- Ensure mom is comfortable during feedings by having water and healthy snacks nearby or extra pillows for support
- Offer to care for baby after a feeding session to give mom a chance to finish by pumping, shower, or rest
- Help with chores around the house or running errands to ease mom's stress
- Care for other siblings or pets if needed
- Offer encouragement by letting mom know how great she's doing and remind her it's worth it



## REST

- Try to sleep when your baby sleeps
- Ask friends and family for extra support
- Try relaxation techniques, such as meditation or a warm bath

## NUTRITION

- Remember to eat regularly
- Make healthy food choices by including many fruits and veggies
- Be sure to drink plenty of fluids throughout the day and especially during a feeding session

## MENTAL & EMOTIONAL HEALTH

- Remember that your hormones are changing and it's normal to feel a mix of sadness, stress, anxiety, and excitement
- If you can, have alone time so you can do something you enjoy
- Don't be afraid to ask and accept help
- Talk with someone you trust or connect with other moms
- If you think your feelings are affecting your ability to care for yourself or your baby, talk with your health care provider

## COOS COUNTY

### COOS HEALTH & WELLNESS

281 Laclair Street, Coos Bay

541-266-6700 / [cooshealthandwellness.org](http://cooshealthandwellness.org)

- **Women, Infants & Children (WIC) Program**  
541-266-6705 / [wic@chw.coos.or.us](mailto:wic@chw.coos.or.us)  
*WIC offers nutrition education, breastfeeding support, referral services, and more*
- **Clinical Services**  
541-266-6700  
*The clinic offers immunizations, women's health exams, family planning counseling, and more*
- **Oregon Health Plan (OHP) Assistance**  
541-266-6743  
*Outreach offers assistance in applying for OHP, Healthy Kids, and Oregon Mother's Care (OMC)*
- **Behavioral Health Program**  
541-266-6700  
*Behavioral health offers a number therapy treatments to meet the needs of a variety of children, adults, and families*

### BAY AREA HOSPITAL

1775 Thompson Road, Coos Bay

541-269-8111 / [bayareahospital.org](http://bayareahospital.org)

- **Management of Maternity Services (MOMS) Program**  
541-269-8258  
*The MOMS program offers home visits, lactation services, referral services, and more*

## LOCAL CLASSES

- **The Lactation Club**  
541-266-6705 / [cooshealthandwellness.org](http://cooshealthandwellness.org)  
*Breastfeeding education session and support group open to moms, kids, grandparents, and other supports. Registration not required. Call or look online to find out the next meeting!*
- **Childbirth Education: Breastfeeding Class**  
541-269-8258 / [bayareahospital.org](http://bayareahospital.org)  
*Breastfeeding class on basic techniques, milk supply, milk storage, and more! Registration is required. Call or look online to find out the next meeting!*

# Resources

## SMARTPHONE APPS

*Available for iOS and Android – Free*

## BREASTFEEDING TRACKERS

- **Baby Tracker** — Feeding, Diaper, Sleep Log  
*Designed for busy parents, the app easily allows the user to time and log feedings, diaper changes, the baby's growth and sleep schedule*
- **Feed Baby** — Breastfeeding App  
*Tracks breastfeeding and pumping sessions, diapers, sleeps, and medicines to identify patterns in routine*
- **Ovia Parenting & Baby Tracker**  
*Log feedings, sleep, and baby's milestones while having access to expert articles and connecting with other parents and caregivers in a safe environment*

## MEDICAL

- **LactMed** — Database of drugs and dietary supplements that may affect breastfeeding

## MEDITATION

- **Headspace: Meditation & Sleep**  
*Bite-sized guided meditations for busy schedules with themed sessions on stress, sleep, focus and anxiety*
- **Calm** — Meditate, Sleep, Relax  
*Offers guided meditation, breathing exercises, relaxing music to help lower stress and help with restful sleep*

## ONLINE RESOURCES

- Kelly Mom: Parenting & Breastfeeding  
**[kellymom.com](http://kellymom.com)**
- USDA — WIC Breastfeeding Support  
**[wicbreastfeeding.fns.usda.gov](http://wicbreastfeeding.fns.usda.gov)**
- La Leche League USA: **[llusa.org](http://llusa.org)**
- La Leche League International: **[lli.org](http://lli.org)**
- Centers for Disease Control and Prevention  
**[cdc.gov/breastfeeding](http://cdc.gov/breastfeeding)**

## WORKS CITED

- [breastmilkcounts.com](http://breastmilkcounts.com)
- [wicbreastfeeding.fns.usda.gov](http://wicbreastfeeding.fns.usda.gov)
- [kellymom.com](http://kellymom.com)
- [healthypeople.gov](http://healthypeople.gov)

# KNOW YOUR RIGHTS!

Cut out and put card in your wallet to help remind you of your breastfeeding rights in public and at work!

57-777 (2/2017)

For more information visit: [www.healthoregon.org/bf](http://www.healthoregon.org/bf)  
Report problems or get help at: [www.oregon.gov/BOLI](http://www.oregon.gov/BOLI)

Oregon and Federal laws require employers to provide workplace support for breastfeeding employees, including:

- reasonable break time to pump breast milk
- a private place to pump, other than a restroom

## You have the right to pump at work

## You have the right to breastfeed in public

Oregon law says a woman may breastfeed her child in a public place.

Call **2-1-1** to find breastfeeding support in your community.



Oregon  
**Health**  
Authority

57-777 (2/2017)

Para más información: [www.healthoregon.org/bf](http://www.healthoregon.org/bf)  
Para informar problemas u obtener ayuda: [www.oregon.gov/BOLI](http://www.oregon.gov/BOLI)

La leyes federales y de Oregon requieren que los empleadores brinden apoyo en el lugar de trabajo a las empleadas que amamantan, dándoles:

- un tiempo de descanso razonable para usar un sacaleches
- un lugar privado para hacerlo que no sea un baño

## Usted tiene derecho a extraerse leche en el lugar de trabajo

## Usted tiene derecho a amamantar en público

La ley de Oregon dice que una mujer puede dar de mamar a su bebé en lugares públicos.

Llame al **2-1-1** para encontrar apoyo para amamantar en su comunidad.



Oregon  
**Health**  
Authority



