

# Breastfeeding Flipchart



Newborn



3 Months



6 Months



1 year



2 years

The information in this flipchart is meant for educational purposes and should not be used as a substitute for medical diagnosis or treatment. Please seek your doctor's advice before starting any treatment, or if you have any questions related to your health, physical fitness or medical condition.

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# National University Hospital (NUH) is a **BFHI-certified hospital** since 2013

01

NUH implements the best practice standards in obstetrics and newborn care in accordance with the Baby Friendly Hospital Initiative (BFHI)'s "Ten Steps to Successful Breastfeeding" to support mothers in exclusively breastfeeding for the first six months, and continue breastfeeding for up to two years of age and beyond.

02

The first few hours and days of a newborn's life are a critical window for establishing lactation and providing mothers with the support they need to breastfeed successfully.

03

Parents' choice in feeding their newborns will be respected and supported.



# Ten Steps to Successful Breastfeeding

1. Our staff adheres to the NUH Breastfeeding Policy. We comply with the *International Code of Marketing of Breast-milk Substitutes* and SIF ECS<sup>1</sup>
2. Our staff are knowledgeable and skilled in supporting mothers in breastfeeding
3. We inform pregnant women and their families about the importance and management of breastfeeding
4. We facilitate mothers and babies to have immediate and uninterrupted skin-to-skin contact, and start breastfeeding as soon as possible after birth
5. We support mothers to initiate and maintain breastfeeding and manage common breastfeeding problems
6. We support exclusive breastfeeding from birth; babies are fed supplemental milk for medical reasons
7. We enable mothers and babies to remain together (room-in) 24 hours a day
8. We support mothers to recognise and respond to their newborns' cues for feeding
9. We counsel mothers on the use and risks of feeding bottles, teats and pacifiers
10. We coordinate discharge to enable parents and infants to get timely access to ongoing support and care

<sup>1</sup> Sale of Infant Foods Ethics Committee Singapore

# Benefits of Breastfeeding

## Breastfeeding is a natural way to help mother:

- Contract her uterus and reduce bleeding after delivery
- Return to her pre-pregnancy weight
- Keep her bones strong
- Reduce risk of breast and ovarian cancers
- Decrease risk of developing diabetes
- Bond with baby
- Reduce household costs

## Mother's breast milk helps baby:

- Grow and develop optimally
- Be protected against infections of the ears, lungs, bowels and urinary tract
- Decrease risk of allergies, asthma
- Decrease risk of developing diabetes, obesity and ulcerative colitis
- Decrease risk for Sudden Infant Death Syndrome (SIDS)

# Early Steps to Successful Breastfeeding

## Early skin-to-skin and initiation of breastfeeding



### Why do skin-to-skin contact?

- To maintain baby's temperature and promote bonding
- Keeps baby interested in breastfeeding
- Keeps baby calm

## Rooming-in



### Why room-in?

- Mother can understand baby's early feeding cues, and to breastfeed when baby is ready
- Baby will be comforted and cry less
- Mother can learn how to care and breastfeed baby with guidance from staff

# Feeding Cues

*Get ready to feed baby when he shows **early cues***

**Early Cues –**  
“I am interested  
in feeding”



Stirring



Mouth opening



Turning head/rooting

**Mid Cues –**  
“I am really interested  
in feeding NOW!”



Licking



Increasing movements



Hand to mouth

**Late Cues –**  
“Calm me then  
feed me”



Crying

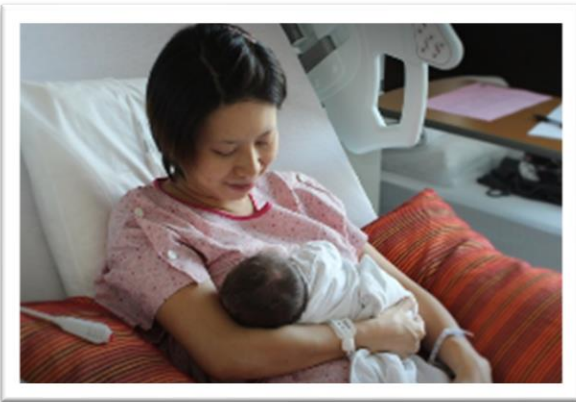


Agitated movements



Face turning red

# Breastfeeding Positions



**Cradle**



**Side-lying**



**Cross-Cradle**



**Football**



QR code for video:  
Breastfeeding positions  
Source: *NUH*



QR code for video:  
Positions for Breastfeeding  
Source: *Global Health  
Media Project*

# Effective Latching



“CALM”\*

**C**: Chin and Cheek close to breast

**A**: Areola covered as much as possible

**L**: Upper and lower lips flanged out

**M**: Mouth is wide open













QR code for video:

Attaching Your Baby at the Breast

Source: *Global Health Media Project*

\*Doris Fok, 2005

# How can you tell if baby is getting enough milk

Baby's Age	1st Week						
	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Number of wet diapers per day	 At least 1	 At least 2 (May have pink urates (reddish-pink stains))	 At least 3 (No more urates)	 At least 4	 At least 6 heavy wet diapers with pale yellow or clear urine		
Number of soiled diapers per day	 1 - 2		 At least 3			 At least 3	
Texture of stool	Sticky		Soft			Large, soft and seedy	
Colour of stool	Dark (Meconium (first stool of a newborn))		Brown, green, yellow			Yellow	
Baby's Weight	 Baby loses an average of 7% of their body weight in the first 3 days of life.			 From day 4 onwards, baby gains 20 to 35g per day. Baby regains birth weight by day 10 to 14.			

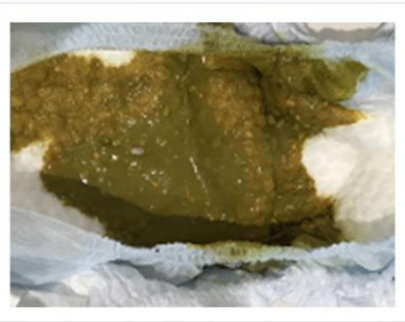
## Estimated milk intake in the first week of life

Baby's Age	1st Week						
	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
How often to breastfeed	8 to 12 feeds a day based on baby's early feeding cues (e.g. mouth movements, hand-to-mouth activity, rooting, etc.)						
Average milk intake per feed	Few drops - 5ml	5 - 15ml	15 - 30ml	30 - 60ml	50 - 80ml		

**DISCLAIMER:** This information is a general guide. Please seek the advice of the doctor/nurse if you have any questions

# Baby's urine and stools

**Meconium  
Day 1 - 2**



**Transitional stools  
Day 3 - 4**

**Seedy stools**



**Watery yellow  
stools**

**Urine with urates,  
up to Day 3**



**Clear urine  
Heavy diapers**

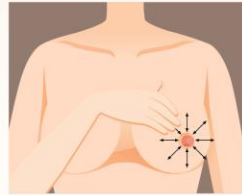
# Breast Massage and Hand Expression

## “MaSSE” method of hand expression

### BREAST MASSAGE



**STEP 1:** Massage Breast in circular motion

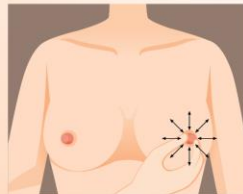


**STEP 2:** Stroke breast towards nipple



**STEP 3:** Shake the breasts

### HAND EXPRESSION



**STEP 1:** Roll nipples and areola



**STEP 2:** Place thumb and index finger on opposite sides on edge of areola



**STEP 3:** Extract by placing thumb and index finger opposite, pressing against chest wall and squeezing



QR code for video:  
Breast massage &  
expression (from 3min)  
Source: NUH

# Supplementation

1. Unnecessary milk formula in the first few days after birth will interfere with breast milk production and establishment of breastfeeding
2. Use of feeding bottles may affect baby's feeding cues and suckling at the breast. You may use these alternative methods:



Syringe



Cup



Spoon

3. Approach your baby's doctor or nurse for advice, if you wish to use the feeding bottle

# Guidelines for storing Expressed Breast Milk (EBM)

## For Fresh EBM

Location	Temperature	Duration
Room temperature	19°C – 26°C	4 hours
Insulated cooler bag with ice packs	4°C – 15°C	24 hours
Freezer compartment of a bar fridge	-15°C	2 weeks
Refrigerator	4°C	72 hours
Freezer	-18°C	3 months – 6 months
Deep freezer	-20°C	6months – 1 year

## For Thawed EBM

Location	Temperature	Duration
Room temperature	15°C – 29°C	1-2 hours
Refrigerator	4°C	24 hours
Warmed	40°C	1-2 hours

# Support After Discharge

## **Breastfeeding related questions:**

- NUH Breastfeeding Helpline (Daily, 8am-5pm): 97220376
- Breastfeeding Mother's Support Group (BMSG): 63393558

## **Lactation support services:**

- NUH Lactation Clinic (weekdays, office hours): 97220376
- National University Polyclinics (NUP): Book an appointment for “Lactation Support Service” via the NUHS app

## **Clinic appointments for baby:**

- Khoo Teck Puat – National University Children's Medical Institute (KTP-NUCMI): 6908 2222 / [ktpnucmi\\_appt@nuhs.edu.sg](mailto:ktpnucmi_appt@nuhs.edu.sg) / NUHS app
- Polyclinics: Manage your baby's appointments via the NUHS app

# For more information

Scan the QR code to download a copy of this flip chart.



<https://for.sg/f7p8vj>

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