

Breastfeeding. Naturally.

This DVD focuses on healthy babies and uncomplicated births. For information and support regarding trauma or complicated births please talk with your maternity carer or other health professional.

Many mums experience some form of pain or discomfort. If this is ongoing, don't suffer in silence; seek support from your maternity carer or other health professional until it gets better.

Common causes of pain and discomfort can include mastitis, thrush, cracked nipples, and breast engorgement. Consult your health professional for any of these problems.

IMPORTANT SOURCES FOR FURTHER INFORMATION

Your first point of contact is your midwife or GP. For most of your additional information needs please visit www.breastfeeding.org.nz

This site covers a wide variety of topics relating to breastfeeding including:

- Benefits of breastfeeding
- Positioning and latching
- Skin-to-skin contact
- Feeding/hunger cues
- Challenges and concerns, when to seek help and from where
- Information about expressing
- Smoking and alcohol consumption during breastfeeding

There are also links on this site for more information about:

- Finding a lactation consultant if necessary
- Support services currently available in your area
- Your rights to breastfeed in public settings without discrimination
- Returning to work, employment rights and employer responsibilities

For over-the-phone advice and information, call **HealthLine** on **0800 611 116**.

For further face-to-face advice on breastfeeding techniques check other support services such as Plunket, Parents Centre, La Leche League or other relevant providers.

Contact information for these organisations may be found in the blue section of your white pages.

Breastfeeding. Naturally.



Breastfeeding.
Naturally.

A supportive, informative DVD based on the real life experiences of New Zealand women and their families.

MENU

RUNNING TIME: APPROXIMATELY 40 MINUTES

Chapter 1 Preparing for Birth

Introduction

Health benefits of breastfeeding and how it helps protect from infections

Planning for breastfeeding.

Chapter 2 Birth - Initiating Early Feeds

The first breastfeeds

The importance of skin-to-skin contact.

Chapter 3 A Good Latch – Early Days

Practical advice and approaches to establishing breastfeeding

The art and science of a good latch

What to expect - dealing with early difficulties.

Chapter 4 Managing Challenges

Practical explanations and solutions to common breastfeeding challenges.

Chapter 5 Out and About

Getting out and about with baby.

Chapter 6 For Partners, Family and Supporters

Ways others can help make breastfeeding easier and more enjoyable for mum and baby.

Chapter 7 Returning to Work

Planning with your employer to return to work and continue breastfeeding.



Breastfeeding *A natural part of life*

HE2255: Breastfeeding DVD. October 2009

Breastfeeding. Naturally.

A resource for:

- All expectant and new mums, whether it's your first baby or your 10th!
- Partners, families, whānau, aiga and other supporters who play a role in supporting and encouraging mums to breastfeed.
- Maternity carers and other health professionals and support groups who have a role in supporting and encouraging mums to breastfeed.

Blue die guide is set to overprint