

# Parents' guide to our infant feeding policy



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We support all parents to build a close, loving and responsive relationship with their baby. Feeding is one way of doing this. Our staff will give you information to help you make a decision about feeding your baby and will support you in your choice. Medical evidence tells us that breastfeeding is the healthiest way to feed a baby and there are many health benefits for mothers too. The benefits of breastfeeding have many long lasting benefits for both mother and baby, because of this our staff are specially trained to support mothers with breastfeeding.

### How we will help you to breastfeed successfully

- All our staff have been specially trained to help you to breastfeed your baby.
- During your pregnancy, you will be able to discuss feeding and caring for your baby with a midwife, health visitor or family nurse. This will include the benefits of connecting with your baby during pregnancy. They will answer any questions you may have. You may wish to involve your partner and members of your family in discussions about feeding. We would be happy to talk to them so that they will be well prepared to support you.
- We recommend that you hold your new baby against your skin as soon as possible after birth and keep him or her near you whenever you can so that you can get to know each other. Skin contact in the following weeks and months is good for both mother and baby, as it is relaxing for you both and it helps produce feeding hormones, along with many other benefits. Skin to skin contact is good for Dad and baby too.
- A midwife and/or family nurse will be available to explain how to put your baby to the breast and to help with feeds in the early days. A health visitor or family nurse will provide support later on.
- We will encourage you to keep your baby close to you at all times and respond to your babies cues for feeding and comfort. Babies feel safe and secure when their needs are met and distressed if they are left to cry. We will help you to explore ways to comfort your baby and explain to you how you can tell that he or she is getting enough milk. We will give you information and advice about how to manage night feeds.

- When breastfeeding, we recommend that you avoid using bottles, dummies and nipple shields while your baby is learning to feed. This is because they can make it more difficult for your baby to learn to breastfeed successfully and for you to establish a good milk supply.
- Your midwife, health visitor or family nurse will give you information about how to express your milk and support you to do this if necessary.
- If you choose to formula feed, we will give you information on cleaning and sterilising equipment and how to make up feeds safely. We will also help you to recognise when your baby is hungry and when he or she has had enough. We will encourage you to hold your baby close for feeds and to offer most feeds to baby yourself.
- Most babies do not need to be given anything other than breast milk until they are six months old. If for some reason your baby needs some other food or drink before this, the reason will be fully explained to you by the staff. Your health visitor or family nurse will help you to recognise when your baby is ready for other foods (normally at about six months) and explain how these can be introduced.
- We can give you information to help you breastfeed when you are out and about. All Swindon Borough Council venues and The Great Western Hospital are Breastfeeding Welcome.
- We will give you a list of people who you can contact for extra help and support with breastfeeding.

## Useful websites

[www.swindon.gov.uk](http://www.swindon.gov.uk)

[www.gwh.nhs.uk](http://www.gwh.nhs.uk)

[www.breastfeeding.nhs.uk](http://www.breastfeeding.nhs.uk)

[www.realbabymilk.org](http://www.realbabymilk.org)

[www.nct.org.uk](http://www.nct.org.uk)

[www.abm.me.uk](http://www.abm.me.uk)

[www.breastfeedingnetwork.org.uk](http://www.breastfeedingnetwork.org.uk)

[www.laleche.org.uk](http://www.laleche.org.uk)

[www.babyfriendly.org.uk](http://www.babyfriendly.org.uk)

[www.breastfeedingwelcomescheme.org.uk](http://www.breastfeedingwelcomescheme.org.uk)

## Useful telephone numbers for breastfeeding support

### **Community midwives office**

9.00am – 9.45am up to 28 days after birth 01793 604813

### **Great Western Hospital maternity bleep holder**

24 hours 01793 604020 (ask operator for maternity bleep holder)

**Elena Rossi NCT Breastfeeding Counsellor** 01793 871024

### **Health visitor, Family nurse or GP**

### **National Breastfeeding Helpline** 0300 100 0212

(9.30am – 9.30 365 days)

### **NCT Helpline (National Childbirth Trust)**

0300 330 0700 (Option 1: Help feeding your baby)

### **The Association of Breastfeeding Mothers (ABM)**

9.30am – 10.30pm 0300 330 5453

Bengali/Sylheti 0300 456 2421

Tamil, Telugu and Hindi 0300 330 5469

*This is your guide to the infant feeding policy. Please ask a member of staff if you wish to see the full policy.*