

## **Please read before printing:**

- These resources were created in partnership with Live Well Omaha which is no longer running therefore the ordering and website that housed these materials is gone.
- The statistics in these materials are outdated & have not been updated
- The Really. Really? breastfeeding materials were printed and distributed in 2015.



Nebraska  
Breastfeeding  
Coalition

Although it is natural,  
breastfeeding is  
complicated.

So many rules, so much advice,  
and it can be overwhelming.

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*Breast milk: the natural formula benefiting mother and baby!*  
**BREASTFEEDING=HEALTH**

- Many professional organizations in support of breastfeeding including:
  - World Health Organization
  - American Academy of Pediatrics
  - American College of Obstetrics and Gynecology
  - Association of Women's Health, Obstetric, and Neonatal Nurses
  - Academy of Nutrition and Dietetics
  - Academy of Breastfeeding Medicine
- It is generally recommended for mother's to breastfeed exclusively for first 6 months of life, then introduction of complementary solid foods with continued breastfeeding to 1 year or longer. (AAP, 2012)

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- “All staff providing obstetric care should develop and maintain lactation knowledge and skills to support a woman’s informed decision to breastfeed” (American College of Obstetricians and Gynecologists’ Committee on Obstetric Practice, 2016)
- Studies demonstrate that healthcare workers are aware of the importance and benefits of breastfeeding, but knowledge deficits continue to exist.
- Mothers critically need the support of their healthcare providers to be successful.

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# Live Well Omaha Kids:



- Public health campaign launched in June of 2014 to educate pregnant women and families of the realities and facts regarding breastfeeding
- *“Really, breastfeeding can do that? Really...it can...”*  
Also gives healthcare providers accurate and evidence based information on breastfeeding topics.
- Available materials include posters, handouts, promotional materials, rack cards, digital files, prescription pads and social media images.

A white prescription pad form with a dotted line for a signature and date. The text "I recommend that you Breastfeed your Baby." is written in a light blue, cursive font. To the right, there is a circular logo with a stylized "Rx" and three checkboxes: "Breastfeeding", "The Coaxed Breast", and "Skin-to-skin". At the bottom, the "Really? REALLY. BREASTFEEDING. KNOW THE FACTS." logo is repeated, along with a small URL "really?@lllc.com".

NAME: .....

DIRECTIONS:

*I recommend that you Breastfeed your Baby.*

Breastfeeding  
 The Coaxed Breast  
 Skin-to-skin

SIGNATURE .....

DATE .....

*Really? REALLY.*  
BREASTFEEDING. KNOW THE FACTS. really?@lllc.com

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# Educational Challenge



- Some providers express the feeling of not having “enough” training on the subject to confidently talk with their patients about it.
- Providers may have time constraints during appointments or fear they may be pushing breastfeeding too hard.
- *Really? Really.* can facilitate the conversation between providers and patients and give tangible resources to the patient.
- One study showed that only 38% of participants perceived that the healthcare provider supported breastfeeding. (Digirolamo, et al, 2003)
- Women encouraged to breastfeed by providers are 4x as likely to initiate breastfeeding. (Lu, et al, 2001)

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# Benefits of Breastfeeding

Breast milk is not only an excellent source of nutrition, it is also PREVENTATIVE MEDICINE! Breastfed babies have lower rates of contracting harmful and sometimes fatal diseases.

- Decreased incidence of childhood illness
  - 50% fewer ear infections
  - 19% reduction in childhood leukemia
  - 27% reduction in asthma incidence
  - 39% decrease in diabetes
- Decreased incidence of SIDS by 36%



50%\*  
FEWER  
EAR INFECTIONS

American Academy of Pediatrics 2012

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# Benefits of Breastfeeding

## BREAST MILK MATURES

and Grows along with your Baby!



APPROX. BREASTMILK NEEDED & BABY'S STOMACH GROWTH<sup>†</sup>

<sup>†</sup> Silverman, W.A., ed. *Dunham's Premature Infants*, 3rd Edition, New York, Hoeber, Inc. Medical Division of Harper and Brothers, 1961 p.143-144.

# Maternal Benefits of Breastfeeding

- Decreased maternal illness
  - 28% decreased risk of breast cancer
  - 21% decreased risk of ovarian cancer
- Oxytocin stimulated which shrinks the uterus quicker, reducing the risk of postpartum bleeding
- Quicker return to pre pregnancy weight
- Hormones for breastfeeding delay the return to fertility, increasing child spacing naturally.
- Low cost and readily accessible!
- Decreased health care costs and spending for the community
  - If 90% of babies were exclusively breastfed for 6 months, \$13 Billion could be saved in the United States.

American Academy of Pediatrics 2012



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# Maternal Benefits of Breastfeeding



BREASTFEEDING IS ONE  
OF THE BEST WAYS FOR...

*Mommy to Lose Weight!*

Eat as many fruits, veggies, low-fat dairy, lean meats and whole grain as you want - baby is using those extra calories. Your body will continue to produce breast milk with all of the nutrients your baby needs **EVEN IF YOUR DIET ISN'T PERFECT.**

## THE IMPORTANCE OF THE SACRED HOUR

- The Sacred Hour refers to the special time period immediately after birth in which babies reconnect with mothers skin to skin and feed for the first time.
- A successful feeding within the first hour of life is associated with longer duration of breastfeeding overall.
  - Increased maternal confidence and bonding
  - Decreased risk of infant hypoglycemia, temperature and respiratory instability, and stress.
- There are 9 instinctual stages of infant behavior in the sacred hour including, waking, sleeping, crawling, suckling which allow baby to familiarize himself with mother.
- Dads and significant others can participate if mother unable.



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## BENEFITS OF SKIN-TO-SKIN

- Mom picks up on baby's nonverbal clues regarding hunger and stress.
- Oxytocin release responsible for the positive bond.
- Reduced anxiety for parent and infant.
- Increase milk production/intake
- Decreased post-partum depression risk
- Skin to skin can continue after sacred hour—think baby wearing!



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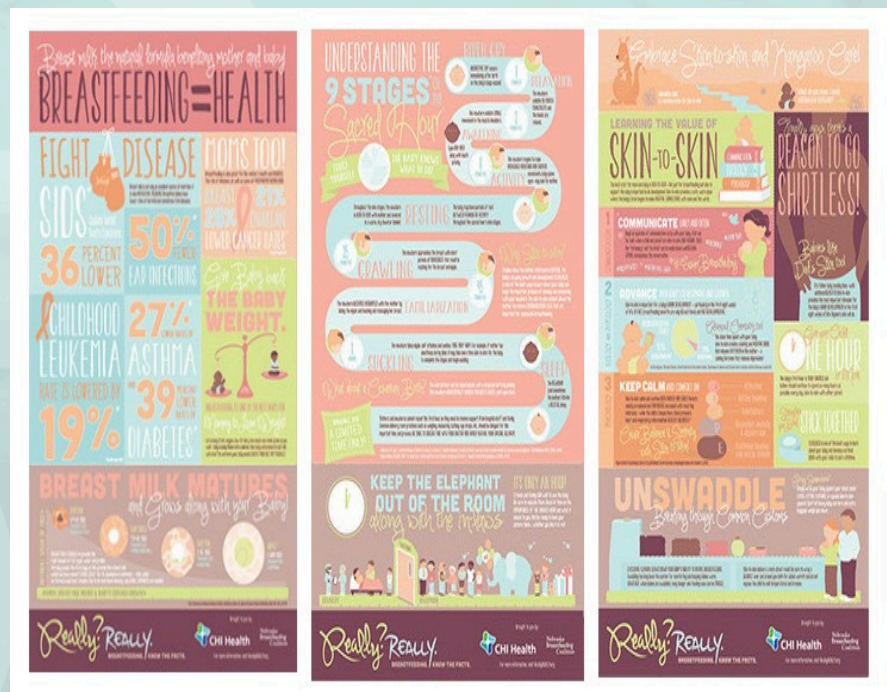
# IT TAKES A VILLAGE *New moms need your support*

- Feeding the baby keeps moms busy!
  - Newborn babies nurse 9-12 times a day for 30-40 minutes at a time.
  - After about 6 weeks, babies still are nursing 7-8 times a day for 15-20 minutes at a time.
  - What is her support system around her? How can they help?
- Identify follow up services, support groups, outpatient lactation consultations, La Leche League, WIC or county public health services.
- Continue support and encouragement at follow up visits with providers.
- Worksite lactation support and availability of pumping supplies.

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# Really? Really. Resources

- Website: [www.reallyreally.org](http://www.reallyreally.org)
- Available materials include
  - Large posters—18.5”x30”
  - Small posters—12”x18”
  - Sacred Hour z-fold brochure—5.65”x5.5”
  - Rack cards—4”x9”
  - Breastfeeding prescription pad—4.25”x5.5”



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Breast milk: the natural formula benefiting mother and baby!  
BREASTFEEDING = HEALTH

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# Nebraska Breastfeeding Coalition

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

Really?  
REALLY.  
BREASTFEEDING.  
KNOW THE FACTS.



Really?  
REALLY.  
BREASTFEEDING.  
KNOW THE FACTS.

ReallyREALLY.org

Just the FACTS,  
MOM.



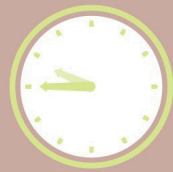
*Really?*  
**REALLY.**  
BREASTFEEDING.  
KNOW THE FACTS.

Breast milk: the natural formula benefiting mother and baby!

BREASTFEEDING = HEALTH

Really? Really.

BREASTFEEDING. KNOW THE FACTS.



# KEEP THE ELEPHANT OUT OF THE ROOM

THE SACRED HOUR – the first hour after birth – is extremely important to the baby's natural ability to initiate BREASTFEEDING.



DELIVERY



RECEPTION

Avoid the stampede of family and friends and ask them to WAIT to see the baby. IT'S ONLY AN HOUR and you only get it ONCE!



*along with the in-laws*

LEARN MORE AT [REALLYREALLY.ORG](http://REALLYREALLY.ORG)

Really? Really™ was created in partnership with the Nebraska Breastfeeding Coalition and Live Well Omaha Kids



Breast milk: the natural formula benefiting mother and baby!

# BREASTFEEDING=HEALTH

## FIGHT DISEASE



# SIDS\*

Sudden Infant Death Syndrome

# 36 PERCENT LOWER

Breast milk is not only an excellent source of nutrition, it is also PREVENTATIVE MEDICINE! Breastfed babies have lower rates of contracting harmful and sometimes fatal diseases.

# 50%\* FEWER EAR INFECTIONS

# CHILDHOOD LEUKEMIA

RATE IS LOWERED BY

# 19%\*

BREASTFEEDING ALSO CREATES...

# 27%\* LOWER RATES OF ASTHMA\*

AND

# 39 PERCENT LOWER RATES OF DIABETES\*

\* The AHRQ Report, 2007



## Really? REALLY.

BREASTFEEDING. KNOW THE FACTS.

### Benefits of Breastfeeding

Learn facts more at [ReallyREALLY.org](http://ReallyREALLY.org)



# MOMS TOO!

Breastfeeding is also great for the mother's health and reduces the risk of diseases, as well as cases of postpartum depression.

BREAST 21%  
28% OVARIAN  
LOWER CANCER RATES\*



\* The AHRQ Report, 2007

## Benefits of Breastfeeding

Learn more facts at  
[ReallyREALLY.org](http://ReallyREALLY.org)

Really?  
REALLY.  
BREASTFEEDING.  
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live well  
omaha kids



BREASTFEEDING IS ONE OF THE BEST WAYS FOR...  
*Mommy to Jose O'Neight!*

Eat as many fruits, veggies, low-fat dairy, lean meats and whole grain as you want  
- baby is using those extra calories. Your body will continue to produce breastmilk with all of the nutrients your baby needs **EVEN IF YOUR DIET ISN'T PERFECT.**

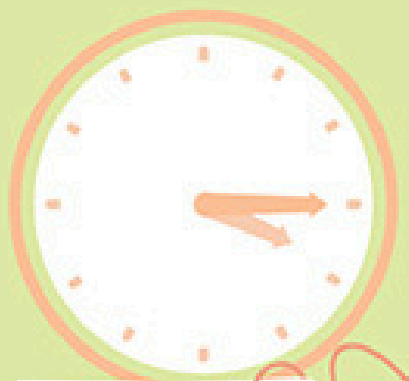
## BENEFITS OF Breastfeeding

Learn more facts at  
[ReallyREALY.org](http://ReallyREALY.org)

*Ready?*  
**READY.**  
BREASTFEEDING.  
KNOW THE FACTS.

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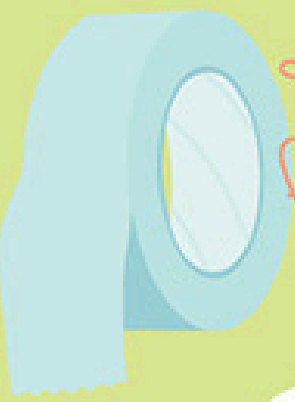




# Give your Child ONE HOUR or more.

The baby's first hour is TRULY SACRED.  
but babies should continue to spend as many hours  
as possible every day. skin-to-skin with either parent.

# Strengthen your Bond STICK TOGETHER



Closeness is one of the best ways to  
learn about your baby and develop a critical  
BOND with your child to last a lifetime.

## Why use SKIN-TO-SKIN?

Learn more at  
[ReallyREALLY.org](http://ReallyREALLY.org)

# Ready? Ready?

BREASTFEEDING.  
KNOW THE FACTS.

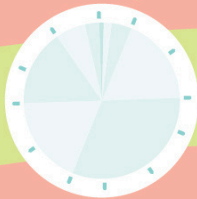
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# UNDERSTANDING THE 9 STAGES OF THE

# Sacred Hour

TRUST YOURSELF



THE BABY KNOWS WHAT TO DO!

## BIRTH CRY



DISTINCTIVE CRY occurs immediately after birth as the baby's lungs expand.



## RELAXATION

The newborn exhibits NO MOUTH MOVEMENTS and the hands are relaxed.

The newborn exhibits SMALL movement in the head & shoulders.



## AWAKENING

Eyes MAY OPEN along with mouth activity.



The newborn begins to make INCREASED MOUTHING and sucking movements; baby opens eyes – may look for mother.



## ACTIVITY

Throughout the nine stages, the newborn is SKIN-TO-SKIN with mother and covered in a warm, dry towel or blanket.

## RESTING

The baby may have periods of rest BETWEEN PERIODS OF ACTIVITY throughout the sacred hour's nine stages.



## Why Skin-to-skin?

Studies show the mother-child bond is CRITICAL for baby's on-going growth and development. CLOSENES is one of the best ways to learn about your baby and begin the important process of bonding and connecting with your newborn. The skin-to-skin contact allows the mother to receive COMMUNICATION CUES that are important for successful breastfeeding.

35 MINUTES



## CRAWLING

The newborn approaches the breast with short periods of MOVEMENT that result in reaching for the breast and nipple.



The newborn BECOMES ACQUAINTED with the mother by licking the nipple and touching and massaging her breast.

## FAMILIARIZATION

The newborn takes nipple, self attaches and suckles. TIME MAY VARY. For example, if mother has anesthesia during labor, it may take more time skin-to-skin for the baby to complete the stages and begin suckling.

## SUCKLING



## SLEEP

The NEWBORN (and sometimes the mother) fall into a RESTFUL sleep.

## What about a Cesarean Birth?

The sacred hour can be experienced with a cesarean birth by placing the newborn HORIZONTALLY ACROSS MOTHER'S CHEST, post-operation.

AVAILABLE FOR A LIMITED TIME ONLY!

Mothers and newborns cannot repeat the first hour, so they need to receive support from hospital staff and family. Common delivery room practices such as weighing, measuring, bathing, eye drops, etc., should be delayed to allow this important time and process. BE SURE TO DISCUSS THIS WITH YOUR DOCTOR AND FAMILY BEFORE YOUR SPECIAL DELIVERY.



\* A-M. Widstrom and et al, "Newborn behaviour to locate the breast when skin-to-skin: a possible method for enabling early self-regulation," *Acta Paediatrica*, 100(1), (2010), p.74-85.  
 \* Raylene Phillips, MD, IBCLC, FAAP, "The Sacred Hour: Uninterrupted Skin-to-Skin Contact Immediately after Birth," *Newborn & Infant Nursing Reviews*, 13, (2013), p.67-72.



# KEEP THE ELEPHANT OUT OF THE ROOM along with the in-laws

## IT'S ONLY AN HOUR!

Friends and Family CAN wait to see the baby. Be sure to educate them ahead of time on the IMPORTANCE OF THE SACRED HOUR and what it means to you. And be ready to have your picture taken – whether you like it or not.



.....  
**Really? Really.**

BREASTFEEDING. KNOW THE FACTS.

**Understand the Sacred Hour**

Learn more at [ReallyREALLY.org](http://ReallyREALLY.org)

# BREAST MILK MATURES and Grows along with your Baby!

## NUTRIENT VALUE OF MILK ▶



**DAY ONE**  
1/4 OZ. MILK  
STOMACH SIZE:  
A CHOCOLATE KISS



**DAY THREE**  
7/8 OZ. MILK  
STOMACH SIZE:  
A PING PONG BALL



**DAY TEN**  
2 OZ. MILK  
STOMACH SIZE:  
A GOLF BALL



**ADULT**  
2 CUPS MILK  
STOMACH SIZE:  
A SOFTBALL

BREAST MILK EVOLVES to provide the right amount of fat, sugar, water and protein the baby needs. The first days of life provide the richest milk which has been named "liquid gold" for its abundance in nutrients - that which no formula could ever emulate. Due to its nutritional density, only SMALL AMOUNTS are needed.

## APPROX. BREASTMILK NEEDED & BABY'S STOMACH GROWTH! ▶



.....  
**Really? Really.**

BREASTFEEDING. KNOW THE FACTS.

**Benefits of Breastfeeding**

Learn facts more at [ReallyREALLY.org](http://ReallyREALLY.org)

# LEARNING THE VALUE OF SKIN-TO-SKIN



The best start for mom and baby is SKIN-TO-SKIN – Not just for breastfeeding, but also to support the baby's important brain development. Skin-to-skin provides a safe, warm place where the baby's brain begins to make POSITIVE CONNECTIONS with mom and the world.

## 1 COMMUNICATION

### COMMUNICATE EARLY AND OFTEN

Begin an open line of communication early with your baby. A lot can be "said" when a child and parent are skin-to-skin. NON-VERBAL CUES like "I'm hungry" and "I'm tired" can be understood well BEFORE CRYING monopolizes the conversation.

#NIGHTY! NITE!

#UH OH! FULL LOAD!

#Easier Breastfeeding



#CHOW TIME!

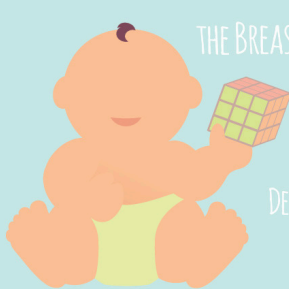
#INCOMING!



## 2 BIOLOGY AND PHYSIOLOGY

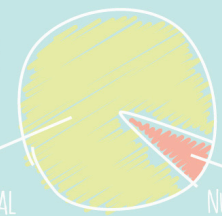
### ADVANCE YOUR BABY'S DEVELOPMENT AND GROWTH

Skin-to-skin is important for a baby's BRAIN DEVELOPMENT – particularly in the first eight weeks of life. IN FACT, breastfeeding benefits are only 10% nutritional and 90% DEVELOPMENTAL!



THE BREASTFEEDING EFFECT:

90% DEVELOPMENTAL



10% NUTRITIONAL

Advanced Chemistry too!

The close time spent with your baby skin-to-skin creates a lasting and POSITIVE BOND. And releases OXYTOCIN in the mother – a calming hormone that reduces depression.<sup>2</sup>

## 3 PSYCHOLOGY

### KEEP CALM AND COMFORT ON

Skin-to-skin calms and soothes BOTH PARENT AND CHILD. Parents anxiety is reduced and CONFIDENCE increased with recurring embraces – while the child's temperature, blood pressure, heart and respiratory rates maintain HEALTHY BALANCES.<sup>3</sup>

Create Balance & Serenity with Skin-to-skin!

- A ..... Affection
- B ..... Better bonding
- C ..... Confidence
- D ..... Decreases anxiety & depression
- E ... Emotional healing CAN OCCUR SOONER

# UNSWADDLE

*Breaking through Common Customs*

*Going Somewhere?*

Simply wrap your baby against your chest under LOOSE-FITTING CLOTHING or special skin-to-skin apparel. Don't let heavy baby carriers and extra baggage weigh you down.

EXCESSIVE CLOTHING SLOWS DOWN YOUR BABY'S ABILITY TO INITIATE BREASTFEEDING. Swaddling has long been the custom for comforting and keeping babies warm. HOWEVER, when babies are swaddled, many hunger and feeding cues can be MISSED.

Skin-to-skin delivers a more direct result. Be sure to wrap a BLANKET over and around you both for added warmth and do not expose the child to cold temperatures and breezes.



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.....  
*Really? Really.*  
BREASTFEEDING. KNOW THE FACTS.

Why use SKIN-TO-SKIN?

Learn more at [ReallyREAL.org](http://ReallyREAL.org)



*Finally* guys, there's a  
**REASON TO GO  
SHIRTLESS!**

It's father-baby bonding time – with additional **BENEFITS!** Skin-to-skin provides the most important stimulant for the baby's **BRAIN DEVELOPMENT** in the first eight weeks of life. Anyone's skin will do.

*Babies like  
Dad's Skin too!*

**Why use  
SKIN-TO-SKIN?**

Learn more at  
[ReallyREALLY.org](http://ReallyREALLY.org)

*Really?*  
**READY!**  
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