

We understand that while breastfeeding can be easy from the start for some mothers, it can also be challenging while you and your baby are both learning— try not to get discouraged.

- If your baby seems fussy, we will help you find other ways of comforting your baby rather than using formula.
- We will help you learn how to tell that your baby is getting enough to eat at the breast.
- We will connect you with other resources in the community that can help you with breastfeeding after you leave the hospital.

**Remember, the more often you breastfeed your baby, the more milk your breasts will make.**

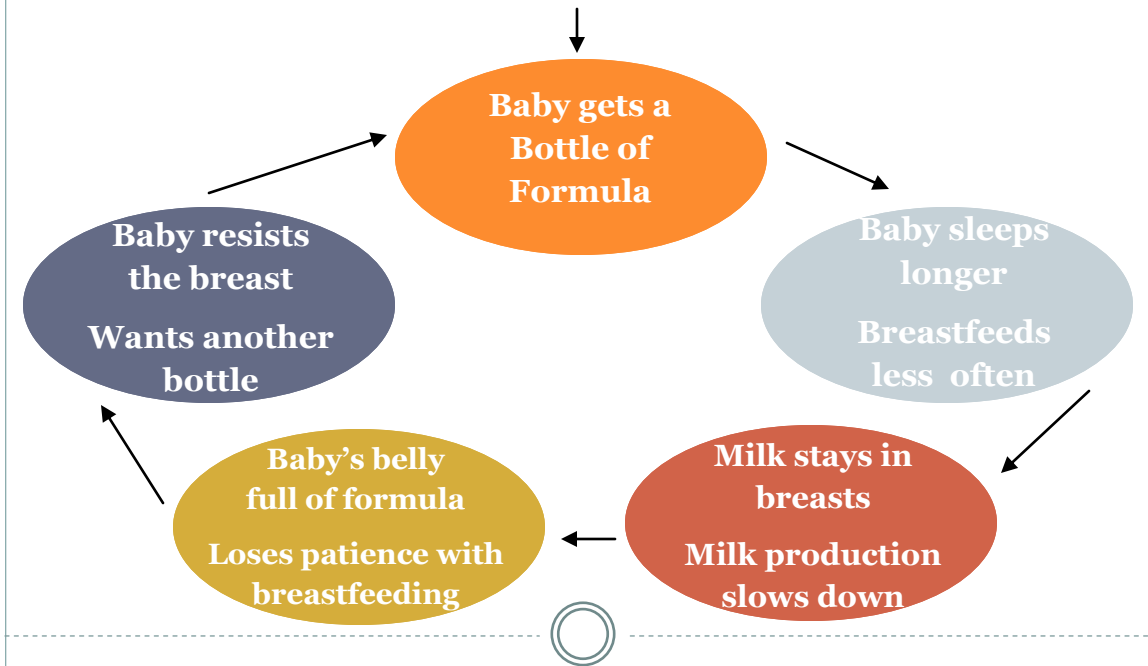


### What can you do to get breastfeeding off to a good start?

- Practice Skin-to-Skin care by placing baby on your chest immediately after birth until after the first breastfeeding
- Breastfeed your baby as soon as possible after delivery, usually within the first hour
- Give only Breast milk
- Watch for baby’s feeding cues, and feed on demand. Ask us what feeding cues to look for.
- Keep your baby in the same room with you in the hospital
- Avoid giving your baby bottles or pacifiers
- Ask for help right away if your baby has trouble sucking or latching on at any time.

**Breastfed babies who get fed formula in the hospital are more likely to continue to receive formula at home.**

## Risks of Giving Formula To Your Breastfed Baby



While you and your baby are learning to breastfeed, adding formula **when there is no medical need to do so** may...

- Decrease your milk supply
- Make baby sleepy and nurse less often
- Cause painful breast engorgement, making breast infection more likely (mastitis)
- Cause digestive problems in baby, because formula changes the “good” bacteria in baby’s gut
- Decrease the protective effect of your breast milk for your baby

### Formula fed babies...

- Get more childhood illnesses like:
  - Ear infections
  - Diarrhea
  - Pneumonia
  - Asthma
  - Allergies
- Have more doctor’s visits, Emergency Room visits and hospitalizations
- Have higher rates of:
  - Diabetes
  - Obesity
  - Leukemia
  - Sudden Infant Death Syndrome (SIDS)

Rochester General Hospital  
1425 Portland Ave  
Rochester, NY 14621

Lactation Office Phone:  
585-922-4062

Birth Center Support Line:  
585-922- 4001

Rochester General Nurse  
Helpline:  
585-922-CARE  
and

Developed by representatives from the  
Lactation Departments of:

Highland Hospital

Newark-Wayne Community Hospital

Rochester General Hospital

Strong Memorial Hospital

Unity Hospital



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## Breastfeeding Your Newborn The First Few Days



Rochester Regional Health  
Rochester General Hospital

### Congratulations on your New Baby!

When it comes to how to feed your baby, there are a few different choices. Let us help you make an informed choice for you and your baby.

All major medical organizations, including the American Academy of Pediatrics (AAP), recommend breastfeeding as the best way to feed your baby.

- Breast milk is the perfect food for your baby.
- Breast milk keeps your baby healthy
- Breast milk changes constantly to meet your baby's needs.
- Breast milk is always available wherever and whenever your baby needs it.
- Breast milk is always the right temperature, clean and free.

### Mothers who breastfeed:

- Strengthen the bond with their babies
- Save time and money
- May find it easier to return to what they weighed before they got pregnant.
- Have a reduced risk of Type 2 Diabetes and certain cancers

New York State has laws that protect a mother's right to breastfeed in public and in the workplace. Ask your Nurse or Lactation Consultant for more information.

