

## Safer Feeding Campaign 29<sup>th</sup> June- 5<sup>th</sup> July 2020

### Key Messages

- Do look at baby while you are feeding them. This helps to improve the bond between you and baby
- Do breastfeed. Breast milk is perfectly designed to protect your baby.
- Do hold baby in a semi sitting position if you bottle feed. This helps baby swallow less air and feed at their own pace.

If you bottle feed, don't prop up baby's bottle against a pillow, a rolled up blanket or any other support or device. This is dangerous. The baby could choke or aspirate the milk (when it 'goes down the wrong hole'). It also increases the chance of ear infections and tooth decay.

- Do hold baby close while you are feeding. Babies love cuddle time and you can be alert to their feeding cues.
- Do have skin to skin contact with baby whether you're breast or bottle feeding. Skin to skin contact is calming for mother and baby and stimulates their digestion and an interest in feeding

Never leave your baby alone to feed. He may need short breaks during the feed; he may also need to burp sometimes. Propped bottle feeding can cause babies to choke.

How do you know when baby is hungry?

- Waking and wriggling
- Restlessness
- Sucking on her fist
- Smacking or licking lips
- Opening and closing mouth

Never give your baby a feed whilst they are alone. Propping up a bottle forces your baby to keep up with the flow and may cause her to choke.

How do you know baby is full?

- Closing his lips
- Turning his head away
- Decreasing or stopping sucking
- Falling asleep
- Showing interest in other surroundings

Don't try to get baby to take more milk if she shows signs of wanting to stop. This can lead to too much weight gain.

If a baby falls asleep before finishing a bottle, they may breathe in the liquid and choke, rather than swallow it. Never leave your baby unsupervised with a bottle.

'I like to look at you while I'm feeding'

'I love cuddles while I'm feeding'

'I'll tell you when I am hungry'

'I'll tell you when I am full'

## Useful Resources

[https://www.unicef.org.uk/babyfriendly/wp-content/uploads/sites/2/2010/11/otbs\\_leaflet.pdf](https://www.unicef.org.uk/babyfriendly/wp-content/uploads/sites/2/2010/11/otbs_leaflet.pdf)

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