

Comfort and relaxation is key

Your breast milk provides your baby with all the nutrients needed for healthy development. Breast milk helps to protect your baby from infections, as well as health issues later in life¹, and therefore the World Health Organization recommends that mothers exclusively breastfeed their baby up to 6 months of age².

Because every mother and baby are unique, it can take time to find a breastfeeding technique to suit you both³. Both physical and psychological comfort are key ingredients of successful breastfeeding⁴. The following guide created by Philips AVENT provides a summary of tips and information to help you on your breastfeeding journey.

1. Ways to improve milk production

- Ensure your baby has a comfortable position and latches on to the breast well^{5,6}
- Frequent feedings help stimulate milk production, which is especially important in the first few weeks⁵
- Increase comfort when breastfeeding or pumping, particularly after a caesarean section, by using lots of pillows, and don't be afraid to use pain medication as advised by your healthcare professional⁷

2. Achieving successful milk expression when returning to work

- Find a calm, relaxing space, with a home-like atmosphere, as this helps to increase milk volume^{8,9}
- Try 10–15 minutes of breathing exercises or listening to music to help you to feel relaxed^{10,11}
- Expressing milk while close to your baby can help with milk production; if this is not possible, have a photo or piece of your baby's clothing to look at¹²
- When you first try to express milk, you may only get a few drops, but do persevere – the more you practice, the easier it gets¹²

3. How best to breastfeed outside of your home

- Think ahead and decide where you will be most comfortable breastfeeding
- Consider what you are wearing
 - A nursing or soft, non-underwired bra that can be pulled up or down can make things easier
- Remember that breastfeeding gives your baby the best start in life
 - There is no need to feel embarrassed; you should feel proud of doing what's best for your baby

“Breastfeeding
gives your baby the best
start in life”



Philips AVENT is a premium partner of EFCNI and supports the European Standards of Care for Newborn Health project

EFCNI european foundation for the care of newborn infants

#relax4moremilk

Comfort meter quiz

Philips Avent is committed to supporting mothers who choose to breastfeed, and has a wide range of breastfeeding solutions focused on promoting comfort and relaxation – **providing more milk to more babies.**

Feeling relaxed and comfortable while breastfeeding is crucial and will allow you to get the most from your breastfeeding experience. To support you in reaching your breastfeeding goals, we have developed this short quiz which will help indicate just how relaxed and comfortable you feel while feeding your baby. Based on your responses, your healthcare professional will be able to offer you practical advice to enhance the breastfeeding experience for you and your baby.

1. How would you rate your stress levels on a daily basis?

1	2	3	4	5
Extremely distressed	Fairly distressed	Neutral	Fairly relaxed	Very relaxed

2. How enjoyable do you find your experience when breastfeeding?

1	2	3	4	5
Very unenjoyable	Fairly unenjoyable	Neutral	Fairly enjoyable	Very enjoyable

3. How painful is your experience when breastfeeding?

1	2	3	4	5
Very painful	Fairly painful	Neutral	Fairly painless	Painless

4. How comfortable do you feel breastfeeding in public spaces?

1	2	3	4	5
Very uncomfortable	Fairly uncomfortable	Neutral	Fairly comfortable	Very comfortable

5. How often do you have time to pursue leisurely activities away from your baby?

1	2	3	4	5
Never	Rarely	Neutral	Often	Very often

6. When it comes to breastfeeding, how supported do you feel by friends, family and healthcare professionals?

1	2	3	4	5
Never supported	Rarely supported	Neutral	Fairly supported	Very supported

Results

Low score (mainly scored 1 or 2)

A low score indicates you may be experiencing high stress levels and discomfort while breastfeeding. You may want to ask your healthcare professional for advice on maintaining a more comfortable position whilst breastfeeding, as well as relaxation and breathing techniques to help you feel more relaxed breastfeeding your baby.

Medium score (mainly scored 3)

A medium score indicates moderate stress levels and discomfort while breastfeeding. You may want to ask your healthcare professional for advice to enable you to maintain a more comfortable and relaxed approach to breastfeeding.

High score (mainly scored 4 or 5)

You are clearly feeling relaxed and comfortable breastfeeding; however, do not hesitate to ask your healthcare professional for advice if needed. Stress and anxiety levels can change and you may encounter times when you need additional support.

References: 1. Victora CG, et al. *Lancet* 2016;387:475–490; 2. World Health Organization, United Nations Children’s Fund. *Global strategy for infant and young child feeding* 2002 [Online] available at: http://www.who.int/nutrition/topics/global_strategy/en/ [Accessed June 2016]; 3. World Health Organization. *Exclusive breastfeeding* 2016 [Online] available at: http://www.who.int/nutrition/topics/exclusive_breastfeeding/en [Accessed January 2014]; 4. O’Brien M, et al. *J Hum Lact* 2009;25:55–63; 5. Amir LH. *Australian Family Physician* 2006;35:687; 6. Hauck YL, et al. *Int Breastfeed J* 2008;3:20; 7. Ask Dr Sears. *Breastfeeding after caesarean section* 2016 [Online] available at: <http://www.askdrsears.com/topics/feeding-eating/breastfeeding/rightstart-techniques/breastfeeding-after-cesarean-section> [Accessed July 2016]; 8. Yu RJ, et al. Philips Research Shanghai, 2012; 9. Ueda T, et al. *Obstet Gynecol* 1994;84:259–262; 10. Philips Avent Relaxation Study. Data on file; 11. Keith DR, et al. *Adv Neonatal Care* 2012;12:112–119; 12. The Breastfeeding Network. *Expressing and storing breast milk* 2009 [Online] available at: https://www.breastfeedingnetwork.org.uk/wp-content/pdfs/BFNExpressing_and_Storing.pdf [Accessed July 2016].

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