Celebrity Breastfeeding Tic Tac Toe

Presenter's Notes

Celebrity Breastfeeding

Purpose:
- Normalize breastfeeding in public, breastfeeding challenges and rewards.
- Increase knowledge about infant feeding and breastfeeding: hunger cues, frequency, introduction to solids, risks of using soothers and bottles, how to know baby is getting enough, benefits of breastfeeding.

Activity contents:
- 9 breastfeeding cards with questions on the front and answers on the back.
- 14 image cards of well known celebrities who have breastfed their babies.

Note: Any image card can go with any question/answer card.

How to use the activity:
This activity can be played as a "Tic Tac Toe" team game, used as a question and answer presentation or used as a breastfeeding nugget, with one or two cards, at a Healthy Baby session.

"**Tic Tac Toe" Game:** The first team to get three in a row wins. (Often it is a draw)
- Select 9 celebrity image cards and the question/answer cards and place them back to back in page protector.
- Hang them up in 3 rows of 3 to create a board for the Tic Tac Toe game.
- Divide your group into two teams, one team is Xs and one team is Os. Select a team to go first!
- Taking turns, each team will select a celebrity/location. The facilitator will read out the question and participants will answer as a group. There are multiple answers to each question. Discuss the answers using the notes on the back of the card.
- Using a dry erase marker to put an X or O over the image (over top of page protector).

How can you tell your baby is hungry?

Increase in body movement
- Stretching
- Rapid eye movement
- Hand to mouth movement
- Sucking sounds or movements

- Turns her head and opens her mouth; often called "rooting".

- Crying is a late sign of hunger. If you don't catch your baby's hunger cues early enough, calm your baby before bringing her to the breast.

How can you tell if newborn is getting enough milk?

- You can hear swallowing during feeding.

- Your breasts feel full before feeding and soft after.

- The baby is happy and relaxed after feeding.

- Your baby is breastfeeding 8-12 times a day.

- Diapers: After day 4, baby is having 6 wet diapers and at least 3-4 bowel movements a day.

- After the 4th day, baby gains 4-8 ounces a week.

- Babies are usually back to their birth weight around 2-3 weeks, double their birth weight at 5 months and triple their birth weight at one year.

When do breasts start making milk?

- Breasts start making milk during pregnancy.

- At birth your breasts will make colostrum which is a thick concentrated milk perfect for baby's small stomach.

  *Show stomach sizes to help parents see how small baby's stomach is and why they need to feed so often.

- During the first few days, all a baby needs is a small amounts of colostrum - 1 teaspoon/feed. There is as much protein in 1 ounce of colostrum as there is in 16 ounces of formula.

- All babies lose weight in the first 2-5 days until a full milk supply comes in.

- Getting a full milk supply can take 1-5 days. The best way to get more milk is to feed your baby often, at least 8-12 times a day.

Name 5 benefits to breastfeeding?

Baby

- Mom's milk helps build baby's immune system.
- Breastfeeding decreases the risk of your baby developing diabetes, allergies, asthma, ear infections, colds, SIDS, diarrheal infections, bacterial meningitis and childhood cancer.

Mom

- Helps shrink mother's uterus after childbirth.
- Helps mothers lose weight after baby is born.
- Decreases the risk of post-partum hemorrhage in the mother.
- Decreases the mother's risk of breast cancer, endometrial cancer and ovarian cancer.

Environment

- Breastfeeding means less equipment (bottles, formula) to buy and decreased waste.

How many times a day does a newborn eat?

- 8-12 times a day.

- Every 1-4 hours day and night.

- It is unusual for newborns to sleep through the night in the first 6 weeks. Sometimes you need to wake a sleepy newborn to feed, especially babies with jaundice.

  Note: Jaundice is a yellow tint to a newborn's skin and the white part of the eyes. It is a sign that there's too much bilirubin in the baby's blood. Most babies have mild jaundice. It usually gets better or goes away on its own within a week or two without causing problems. If concerned, you should call your healthcare provider.

- In the first 6 weeks, your baby will need to eat often because their stomachs are small. By feeding often and emptying the breasts, your breasts will make more milk.

What are the risks of using a soother in the first month of breastfeeding?

Soothers and bottle nipples can lead to a poor latch which can cause:

- sore nipples
- full painful breasts
- less milk for baby

Why? Because…

Soothers and most bottle nipples are narrow and teach the baby to close their mouth tightly and press their tongue against the nipple. If babies do this to the breast, the milk does not flow and nipples hurt.

*Demonstrate the motion by pinching a soother or a bottle nipple.

- Less sucking at the breast leads to full breasts. Full breasts that are not emptied make less milk and are at more risk of infections.

Why is it recommended you wait until baby is 6 months before starting solids?

- Breastmilk provides babies everything they need for the first 6 months.

- Giving solids can decrease your milk supply because babies fill up with solids. The less baby feeds at the breasts the less milk the breast makes.

- Baby's stomach & intestines take 6–9 months to mature, until then:
    - Babies do not have the enzymes needed to digest solid foods.
    - The lining of your baby's intestines has spaces allowing things to pass through easily causing infections, allergies and gastric conditions.

- Waiting until 6 months decreases the risk of choking:
    - Babies are at risk of choking on solids if they are fed leaning back. Most babies can't sit up on their own until around 5 months.
    - Babies are born with a strong sucking reflex to ensure they feed well and a strong tongue thrust reflex that protects them from choking. It takes until about 6 months for these to fade and for babies to develop the ability to move solids from the front to the back of their mouth without choking.

- Waiting to introduce solids decreases the risk of diabetes and obesity by 6 times.

- It is a common myth that babies will sleep more with a little cereal before bed. Research shows there is no difference and that some babies sleep poorly because they can't digest the cereal yet. It is hard to sleep when you can't digest your last meal well or if you have overeaten.

When do babies go through growth spurts?

- Most babies have growth spurts at 3 weeks, 6 weeks and 3 months.

- During growth spurts, babies feed often and are fussy and seem like they are not getting enough milk. This may last a couple of days to a week.

- Feeding often and removing milk from the breasts is how the breasts get the message to make more milk.

- If you supplement during growth spurts, the breasts do not get this message and do not make enough milk.

How long does it take a baby to feed?

- A newborn held skin to skin with their mother will feed within the first hour.

- Breastfeeding a newborn will take 20-45 minutes. As baby gets older, feeding can take 5-10 minutes per side.

- Newborns are often sleepy at the breast and can take longer to feed. They often start to sleep when the flow of milk slows between letdown. Compressing your breast can wake them and make feeding easier and quicker.

Where Can I Get Help?

"Celebrity Breastfeeding, Tic Tac Toe"

has been developed and produced in partnership by
Healthy Child Manitoba and Youville Centre

For more information about breastfeeding or breastfeeding support , please contact:

Breastfeeding Hotline: 24 hours a day 7 days a week
(204) 788-8667

La Leche League: Phone support and Groups
(204) 257-3509

Breastfeeding Clinics and Parent Support Groups:

Make an appointment with a lactation consultant or drop in breastfeeding counsellor-led support group

or

call your local public health office or healthcare provider.

The information in this presentation kit is not meant to replace physician advice.

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