



**You've spent months
preparing the baby's room.
Let us help you prepare for
feeding your newborn.**





It all starts with a well-prepared Mom.

As a first-time Mom, you're excited about the birth of your newborn. And you should be – it's an incredible experience! Most likely you've read-up on what to expect, asked your friends and family for advice and talked to your doctor – all helping you feel more prepared.

We're here to help you feel confident and ready for one of the most important mommy responsibilities of all – feeding. Whether you breastfeed or formula-feed, it's important to be well-prepared and understand all your options so that when the time comes you are confident in your decision on how to best nourish your precious newborn.

What's a feeding plan? And why is it important?

A feeding plan is a personalized plan you create to help you prepare for successfully feeding your newborn.

This useful guide will help you plan and be ready to give your baby all the nourishment they'll need to be healthy and happy. It will help you consider what you should learn, prepare you for common challenges and help you feel confident about the choices you make about feeding your brand new little one.

Top reasons why breastfeeding is best:

Breast milk is the perfect food for your baby because of its nutrient-rich composition that changes to meet your baby's nutritional needs at each feeding and as they grow.

Breast milk is easy for your baby to digest.

Breast milk helps to protect your baby from allergies and contains antibodies and other components that help to develop a healthy immune system.

Breastfeeding is a great way for Mom to bond with baby.

A healthy Mom. A healthy Baby.

To support successful breastfeeding, it's important to ensure you're getting healthy nutrition, adequate hydration and good rest.

DID YOU KNOW?

It's important to continue taking a prenatal multivitamin, like Materna® – the #1 doctor recommended prenatal/postpartum multivitamin – throughout your breastfeeding.



Family and friends can support you by providing nutritious foods, plenty of water and taking care of things so you can focus on breastfeeding your baby.

Mother's milk gives baby the best start in life. Nestlé recommends breastfeeding as the ideal method for feeding infants. Health Canada recommends exclusive breastfeeding as the ideal method for the first 6 months of life, and continued breastfeeding for up to 2 years and beyond. Breast milk gives your newborn immune building antibodies and the right balance of nutrients. Breastfeeding also helps your baby emotionally bond with you.

Things to know:

- I'm familiar with and/or have a copy of "Eating Well with Canada's Food Guide".
- I've checked out "My Food Guide Servings Tracker for Breastfeeding Females".
- I plan to continue to take a prenatal multivitamin, like Materna®, or other supplements as directed by my doctor.



Learning about breastfeeding.

Breastfeeding will be a new skill for you and your baby that you'll learn together with practice. Before your baby is born, plan to learn how to breastfeed by watching videos, talking to other mothers about their experiences, referring to resources or attending a prenatal class on breastfeeding offered through the hospital or your public health unit.

Breastfeeding steps you can learn more about online:

Though breastfeeding is a skill that requires a little practice, there's no need to be nervous. For a first-hand, real Mom video on how to breastfeed your baby, visit nestle-baby.ca

The breastfeeding process can be broken down into 4 simplified steps:

1. Hold your baby and bring her to your breast.
2. Stimulate your baby's natural "rooting" reflex to latch on to your breast.
3. Ensure that your baby's latch is correct and comfortable for you.
4. Safely remove baby's suction on your breast.

Learn more about each of these simplified steps online.

To see the resources referenced here visit nestle-baby.ca/prepared

Breastfeeding helpful hints.

Breast milk is the perfect food for your baby, but breastfeeding does take patience and practice as you and baby are learning a brand new skill. You may find you need to call your doctor or lactation consultant for extra help.



Breastfeeding initiation right after birth.

Begin breastfeeding your baby as soon as possible after birth, within 30 minutes. Skin to skin contact with your baby is important and helps with successful breastfeeding initiation.

Common breastfeeding challenges and helpful tips:

Breast fullness: It's natural for your breasts to feel full, try feeding your baby as much as possible during this time to help alleviate fullness and discomfort.

Breast engorgement: If your breasts become hard, heavy, hot and/or swollen, apply a warm compress to your breast(s) and try to release milk before feeding your baby, to help baby latch. In between feedings, apply cold compresses to your breast(s) to help alleviate discomfort. If engorgement persists, continue breastfeeding and consult your physician.

Sore nipples: It's natural for your nipples to be sore in the beginning. Ensure that your baby is latching properly on your breast. After feedings apply breast milk to your nipples and allow to air dry completely before putting your bra back on.

Talk to your doctor if soreness persists or if your nipples crack or bleed.

Breastfeeding Support Aids.

Most Moms plan to breastfeed exclusively right from the start. But for some Moms, latching baby to breast can be challenging. Your doctor or lactation consultant may suggest feeding your newborn

using a lactation aid. These methods are short-term solutions, typically used for a few days, to help get on track with successful breastfeeding at the breast.



Rest assured that feeding your newborn breast milk in a bottle or by another method as recommended by your lactation consultant or supplementing with formula is a common practice that can help you and baby as you adjust to a feeding routine. Planning your options in advance will help you stay confident and prepared.

My preferred short-term breastfeeding supports are:

- My expressed breast milk fed through a lactation aid (a small feeding tube taped to my breast).
- My expressed breast milk fed to my baby using a small medical cup.
- My expressed breast milk fed to my baby using a small feeding tube taped to my finger.
- My expressed breast milk fed in a baby bottle.
- My preferred brand of ready to feed infant formula fed to my baby in any of the above methods.

For breastfeeding tips and resources visit nestle-baby.ca/prepared

Baby's first feeding at the hospital.

We're here to help you be as ready as you can be from day one to feed your newborn. The first feeding will happen soon after baby's arrival, so here are a few things to think about when you're packing so you're prepared in advance.

You may want to download the handy "packing for the hospital" checklist from the link below.

I plan on bringing the following supplies with me to the hospital:

- Nursing bra
- Nursing pads (disposable or cloth re-usable)
- Nursing shirts for easy access and privacy
- Nipple cream (speak to your doctor or lactation consultant before using nipple creams)
- A prenatal multivitamin, like Materna[®], to continue taking during recovery and while breastfeeding.
- A vitamin D supplement for baby. Breastfed babies need a vitamin D supplement. Speak to your doctor about how to give your breastfed baby vitamin D.
- A purchased or rented breastfeeding pump, or instructions on how to express breast milk by hand.
- Ready to feed infant formula of my choice. I have spoken to my doctor about infant formula options if I need to supplement breastfeeding. Hospitals offer a limited choice of formula. Bringing ready to feed infant formula means I can choose to supplement with the brand that I am most comfortable with.



Supplementing with infant formula.

When a newborn is not exclusively breastfed, Health Canada recommends cow's milk based, iron-fortified infant formulas as a safe and nutritious alternative to breast milk. Ready to feed liquid formats of infant formulas are preferred in hospitals as they come already sterilized, require no mixing and are convenient. Most hospitals though, only offer one brand of formula and each one is a little different. It's important to do your research and make an informed decision on what brand is best for your newborn before your baby arrives.

If you choose to introduce infant formula, consider **Nestlé® Good Start®**.

- Only Good Start® uses 100% whey proteins that are partially broken down. So, Good Start has small proteins for small tummies, making it easy to digest.*
- Contains nutrients DHA & ARA (Omega 3 & 6) to support your baby's normal physical brain, eye and nerve development.¹
- Good Start® with Omega 3 & 6 is now enhanced with GOS^Δ (galactooligosaccharide), which is an oligosaccharide. Oligosaccharides, like GOS, are naturally found in breast milk.
- Good Start® Probiotic is the first powdered infant formula to contain probiotic *B. lactis*, that contributes to baby's healthy digestive tract flora.²



* All infant formulas are designed to be easy to digest.

Δ Contains 4.0 grams of GOS per litre.

1. Contains 10 mg DHA and 20 mg ARA per 100 ml serving.

2. There are 130 million *B. lactis* in each 100 ml bottle of Good Start® Probiotic.

DO YOU KNOW?

Nestlé® Good Start® is the only routine infant formula made with 100% whey protein partially broken down and that may reduce the possibility of an allergic reaction due to whole cow's milk proteins.†

Things to consider about infant formulas:

- I've researched the differences in infant formulas including the difference between ready to feed, concentrate and powder infant formula and spoken to my doctor about my options.
- I have bottles, nipples - all accessories needed to bottlefeed.
- I will follow the preparation instructions on the package label to ensure I've prepared the formula properly.
- I've talked to my doctor and understand:
 - which infant formulas may reduce the possibility of an allergic reaction[†], especially if I have a family history of allergies.
 - how probiotic *B. lactis* in infant formula can contribute to my baby's healthy digestive tract flora.
 - infant formula with DHA & ARA (Omega 3 & 6) helps to support the normal physical development of baby's brain, eyes and nerves.
- If I need to introduce formula I want to introduce _____ brand of infant formula and I will inform the hospital staff and my family of my preferred choice.
- I've packed my preferred ready to feed infant formula just in case my hospital doesn't offer it as an option.

† Not to be used for the treatment of cow's milk protein allergy. All sources of whole cow's milk proteins should be avoided.

**For breastfeeding tips and resources visit
nestle-baby.ca/prepared**

Baby's first few feedings.

Crying, gas, fussiness and spit-up are common concerns when you first start feeding your newborn. They can happen whether you breastfeed or formula-feed. If you have concerns or questions, speak to your baby's doctor before making any feeding changes.

DID YOU KNOW?

Only Good Start[®] uses 100% whey proteins that are partially broken down. So, Good Start[®] has small proteins for small tummies, making it easy to digest.*

* All infant formulas are designed to be easy to digest.

Notes and questions to ask my doctor:





Your Personal Feeding Plan.

You've read up on breastfeeding, supplementing and making sure your newborn gets the best nourishment. Now it's time to write down your personal feeding plan - a clear statement of your wishes and plans and any questions you might still have.

To help you, we've included an outline for your personal feeding plan in the pocket of the folder that accompanies this booklet. Simply fill it out as you like, to define how you'll feed your precious newborn.

Share and discuss the plan with your doctor or other health care provider(s). You can also take it with you to the hospital so the nurses and doctors there are aware of your wishes.

All set for feeding. Healthy little one, here I come!

We hope you've found this Feeding Plan Guide helpful and we hope you feel prepared and excited for your upcoming adventure in new motherhood. We wish all the best to you and your baby for a healthy, happy future!

If you have any more questions, please speak to your healthcare providers.



For breastfeeding tips and resources visit
[nestle-baby.ca/prepared](https://www.nestle-baby.ca/prepared)

**Visit nestle-baby.ca to
take advantage of the free
Mommy Tools and join the
Nestlé Baby Program – worth
up to \$110 in valuable savings,
samples and more.**



Before leaving the hospital for home.

Most likely, you'll leave the hospital one or two days after birth and will continue with your feeding plan at home. It's an exciting time together, but can be challenging as you settle into your new routine together. That's why it's important to know who can support you in your early days, in case you have questions or issues.

Breastfeeding support:

Hospital's breastfeeding clinic information:

Phone: _____

Public Health breastfeeding clinic information:

Name of clinic: _____

Phone: _____

Hours of operation: _____

Contact name: _____

I have searched for a lactation consultant:

- From my Public Health Unit
- Privately from La Leche League: (mother-to-mother support)
- From the Canadian Association of Midwives
- From the Canadian Doula Association

Lactation consultant's name: _____

Phone: _____

Doula's name: _____

Phone: _____

Midwife's name: _____

Phone: _____

Other health care provider's name: _____

Phone: _____



To see the resources referenced here visit nestle-baby.ca/prepared

Nestlé baby



My preferred ready to feed formula brand is:

Nursing &/or Feeding Aids I need to pack for the hospital:

Nursing Supplies: _____

Feeding Supplies: _____

My Personal Feeding Plan.

My wishes for my newborn's first feeding:

Questions or topics to discuss with my health care providers:

If my baby is not exclusively breastfed, I plan to:

My support system (key contacts):

Name: _____

Phone: _____

Name: _____

Phone: _____

Name: _____

Phone: _____

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