



**PHILIPS**  
**AVENT**

Mother & Childcare

# Supporting you to breastfeed for longer

## Why breastfeeding is important to give your baby the best start in life

In the first months of life, breastmilk provides babies with all the energy and nutrients needed for a healthy development. Breastfeeding also protects against infection, helps babies to recover more quickly from illness<sup>1</sup> and reduces your child's risk of developing illnesses such as diabetes and asthma.<sup>2-5</sup> This is why the World Health Organization recommends exclusive breastfeeding until your baby is 6 months old.<sup>1</sup>

**For breastfeeding mothers**

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

# Support is there, don't be afraid to ask for help

Studies have shown that women with access to professional support continue to breastfeed for longer.<sup>6</sup>

Breastfeeding is natural but not always easy. However, you may need support to establish and sustain a successful breastfeeding routine.<sup>1</sup>

You may feel disappointed if you encounter difficulties breastfeeding. However, it is not unusual for it to take a while to adopt a technique which suits both you and your baby, do not feel disheartened if this happens to you. Over 50% of women have problems with breastfeeding in the first few weeks.<sup>7</sup> If you are experiencing problems, don't be afraid to ask for support from your healthcare professional. There may also be local breastfeeding classes where you can hear from experts in the area.

## Tips for successful breastfeeding – relaxation is key

Whilst almost 50% of mothers give up breastfeeding within the first 8 months because they are concerned that they do not have enough milk,<sup>6,8</sup> this need not be the case.

Breastmilk volume and flow have been shown to be closely linked to your psychological well-being and stress levels.<sup>9–11</sup> To enhance your breastfeeding experience:

- Find a calm, relaxing space, with a home-like atmosphere in which to breastfeed, or express milk<sup>12</sup>
- Try 10–15 minutes of breathing exercise, or listening to music, prior to breastfeeding<sup>13</sup>

If you are worried that you might not be providing your baby with enough milk, ask your healthcare professional for help and advice.

## Continuing to breastfeed once you return to work

Almost 15% of mothers in the US<sup>14,15</sup> and the UK<sup>6</sup> stop breastfeeding on returning to work.

Balancing motherhood while maintaining an active life can be challenging, especially when working. Returning to work need not be a barrier to continuing to breastfeed your baby. Many working women use breast pumps to express milk, in combination with breastfeeding.<sup>16</sup>

If you are thinking of returning to work...

- Ask your healthcare professional for support in finding infant feeding solutions to help you express milk during your day – employees with access to breastfeeding rooms are more than twice as likely to continue to breastfeed beyond 6 months<sup>17</sup>
- Remember, breastfeeding support in the workplace saves businesses money<sup>18</sup> – your employer will benefit as your baby will be better protected from infections, which means less time off work for you

## Top tips for breastfeeding mothers

1. Try and continue breastfeeding for as long as possible; ideally until your baby is 6 months of age
2. Find a relaxing space to breastfeed your baby
3. Don't worry about milk production; frequent feedings help stimulate your milk production during the first few weeks
4. If you are thinking of returning to work ask your employer for a dedicated space to express milk
5. Ask your healthcare professional for support in expressing milk for your baby
6. If you have any anxieties about breastfeeding, ask your healthcare professional for support

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