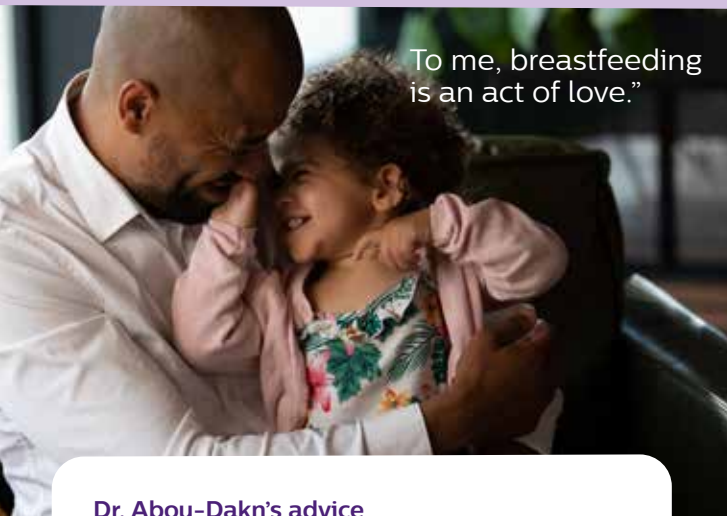


# Quick facts about feeding

- Babies are happier if they're fed as soon as they show signs of being hungry.
- Babies usually feed frequently in the early weeks, especially during the evenings (anything from eight to 12 times or more in 24 hours).
- Some babies are slow feeders at first, but they get quicker as they get older.
- The more a baby feeds, the more milk their mum makes because it's the removal of milk that drive the production of it.
- Women enjoy feeding more when they are comfortable and relaxed.



To me, breastfeeding is an act of love.”

## Dr. Abou-Dakn's advice

“Partners will naturally worry about mum when she experiences difficulties with breastfeeding. In most cases, looking for solutions to support breastfeeding and offering encouragement are the best ways to help.”

*Dr. Abou-Dakn, Chief Physician of Gynecology  
St. Joseph Hospital, Berlin, Germany*

# Supporting mum from day one

All mums breastfeed better with support from loved ones, and often with the help of the right solutions, too.



**Comfort breast pump range**  
To support milk expression, protect the nipple and allow for healing



**Breast care solutions**  
Providing breastfeeding mothers relief from common breastfeeding challenges, so she can breastfeed for longer.



**Breast milk storage**  
Versatile, space saving storage system to allow for usage of the same cup to express, store, and feed breast milk to your baby.



**Feeding solutions**  
For mums who want to combine breast and bottle feeding.

Learn more about Philips AVENT Breastfeeding solutions:  
[philips.co.uk/c-m-mo/breast-pumps-and-care](https://philips.co.uk/c-m-mo/breast-pumps-and-care)

1. Mr D McGeorge FRCS(Plast). British Journal of Plastic Surgery (1994)  
Vol 47, Pgs 46–49



Endorsed by Prof. Dr. med. Abou-Dakn Chief physician for gynecology at the St. Joseph Hospital in Berlin

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



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Breastfeeding week 2021

# Championing breast milk

# Team work to make the dream work

There's no doubt about it, breastfeeding can be as challenging as it is worthwhile. So, it helps to remember that partners, family, friends and health professionals are all able to provide support when you need it. As you start your breastfeeding journey, what should you know?

## More than nutrition

We like to call breast milk 'liquid gold'. Because in your newborn's first six months, breastmilk will provide all the water and nutrients they need, it is the perfect package. Yet breast milk is so much more than that.

Babies who are breastfed suffer from less sickness and diarrhea, and fewer ear and chest infections. The benefits also continue for mum, with women who breastfeed experiencing lower risks of breast cancer, some forms of ovarian cancer, and diabetes in later life.

Breastfeeding for six months reduces the likelihood of infections for at least a year, but there's no limit on how long women can breastfeed. Know that a little discomfort when breastfeeding is normal, but any strong or ongoing discomfort, and signs of fever, should be addressed immediately. The best person to reach out to is your healthcare professional.

# 5 ways partners can support

Surround yourself with those who can help make your breastfeeding journey more comfortable. Partners are important players here, so these tips on supporting roles are for you, guys.



"We are in this together."

## The troubleshooter

Sometimes you know mum better than she does. Trust your gut, and help find solutions to challenges with research, store runs, or simply by listening and offering perspective.



"Honey, go to sleep, I got this!"

## The nighttime feeder

Feeding time is bonding time. Get more involved by taking some of the night feeds with stored breast milk – mum will be grateful for the extra sleep, while you get the extra precious bonding time.



"There was a time where she had cramps. I would just hold her, offer her comfort."

## The protector

Get to know your baby. Understanding their hunger cues and reasons for crying will help mum feel reassured, knowing she is supported in providing what your baby needs.



"Supporting is such a small part, that is the least we can do, as men."

## The hygienist

Be mum's pit-crew. While she expresses milk, you can rally around her by making sure her pump and feeding solutions are clean and ready to go when she needs them.



"When she is done expressing, I store the milk."

## The milk manager

Expressing is a tough job and keeping track of milk storage is a skill all of its own. Help by knowing which milk to use first so none of that 'liquid gold' goes to waste.