

COLUMBIA COUNTY
HEALTH AND HUMAN SERVICES

Breastfeeding Resource Guide



COLUMBIA COUNTY WIC PROGRAM
111 EAST MULLETT STREET
PORTAGE, WI 53901
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INTRODUCTION

Hello, we're here to support you!

Feeding your baby is a learned skill. This resource guide aims to provide you with information and local resources to support your breastfeeding goals. Our hope is to help make you feel comfortable and confident in nursing your baby.

This resource guide discusses common concerns and also directs families to relevant resources to support those facing specific breastfeeding challenges.



For immediate information on breastfeeding or to speak with a live peer counselor, call the National Breastfeeding Helpline at **1-800-994-9662** between 8 a.m. and 5 p.m. Monday– Friday, or the Breastfeeding USA Warmline available 24/7 at **612-293-6622**.

Why breastfeed?

Families are encouraged to make informed decisions about infant feeding. In this guide, our goal is to educate you about breastfeeding and to proactively discuss its benefits. **You have a right to feel prepared and empowered to meet your breastfeeding goals.**

Your milk is liquid gold. Breastfeeding protects both mom and baby against a variety of diseases and conditions. It provides opportunity to connect with your baby and also provides them with their uniquely suited nutritional needs.

Children who are breastfed experience lower rates of health and neurodevelopmental risks¹:

- Childhood overweight and obesity
- Asthma
- Ear infections
- Sudden Infant Death Syndrome
- Celiac Disease
- Respiratory tract infection
- Atopic dermatitis
- Late-onset sepsis in preterm infants
- Type 1 and type 2 diabetes
- Leukemia
- Ulcerative colitis
- Necrotizing enterocolitis

Mothers who breastfeed experience decreased risks of the following¹:

- Breast, ovarian, endometrial and thyroid cancers
- Hypertension
- Type 2 diabetes
- Excessive menstrual blood loss
- Rheumatoid arthritis
- Heart disease

As a result of these benefits, families who exclusively breastfeed tend to need fewer health care visits, prescriptions, hospitalizations, and have lower overall medical-care costs.¹

1. CDC. Five Great Benefits of Breastfeeding. Centers for Disease Control and Prevention. Published September 7, 2023. <https://www.cdc.gov/nccdphp/dnpao/features/breastfeeding-benefits/index.html#:~:text=Five%20great%20benefits%20of%20breastfeeding%20%20Breastfeeding%20can>

Human milk		Human milk has more of what babies and toddlers need!
Antibodies		
Anti-Cancer (HAMLET)		
Growth Factors		
Enzymes		
Disease Fighting Stem Cells		
Hormones		
Anti-Viruses		
Anti-Allergies		
Anti-Parasites		
Formula		
Probiotics	Probiotics	
Prebiotics	Prebiotics	
Minerals	Minerals	
Vitamins	Vitamins	
Fat	Fat	
DHA/ARA	DHA/ARA	
Carbohydrates	Carbohydrates	
Protein	Protein	
Water	Water	

Did you know?



Your milk changes as your baby grows.

Your first milk is called colostrum. It is deep yellow in color and thick textured. This milk is very rich in nutrients and includes antibodies that can help protect your baby from disease. Colostrum helps your baby's digestive system grow and function. By day 3-5 your body stops producing colostrum and instead makes mature milk. Mature milk has the perfect combination of essential nutrients that your baby needs to grow.

Formula can be harder to digest.

Formulas are like a one-size fits all. It is often made from cow's milk and can often be difficult for some babies' stomachs to digest. In some cases, babies may even receive hypoallergenic formulas. Consult your doctor with any health concerns.

Breastmilk fights disease.

The antibodies found in breastmilk help to protect babies from infection.

Breastfeeding can save money.

Breastmilk is free! Formula and other feeding supplies can become costly and are less environmentally friendly.

Breastfeeding is calming.

Babies react to physical contact. It allows them to feel safe, warm, and comfortable. Skin-to-skin contact boosts oxytocin levels which is a hormone that increases breastmilk flow and also calms the mother.

LEARN TO BREASTFEED

We'll help you get off to a great start.

Breastfeeding takes time and practice. Commit to breastfeeding and have confidence that you can do it.

Prepare before you give birth.

Let your healthcare team know your intentions to breastfeed. Your team can help you avoid early delivery which may cause troubles with breastfeeding.

Take a breastfeeding class to learn how to be successful with breastfeeding. You can also establish a relationship with a lactation consultant so that you'll have support when your baby arrives. Your friends or family can also provide support from their own experiences.

Gather items you may need for breastfeeding such as nursing bras, pillows, covers, or pumping supplies.

You make milk in response to your baby sucking at the breast.

Cuddle skin-to-skin with your baby for an uninterrupted hour right after giving birth. A baby goes through 9 stages that will increase your chances of having a positive first breastfeeding experience. International Board Certified Lactation Consultants are there to help you.

Newborns usually need to nurse 10–12 times within 24 hours. This will help you make sure you make plenty of milk. Follow your baby's lead.

Getting your baby to latch.

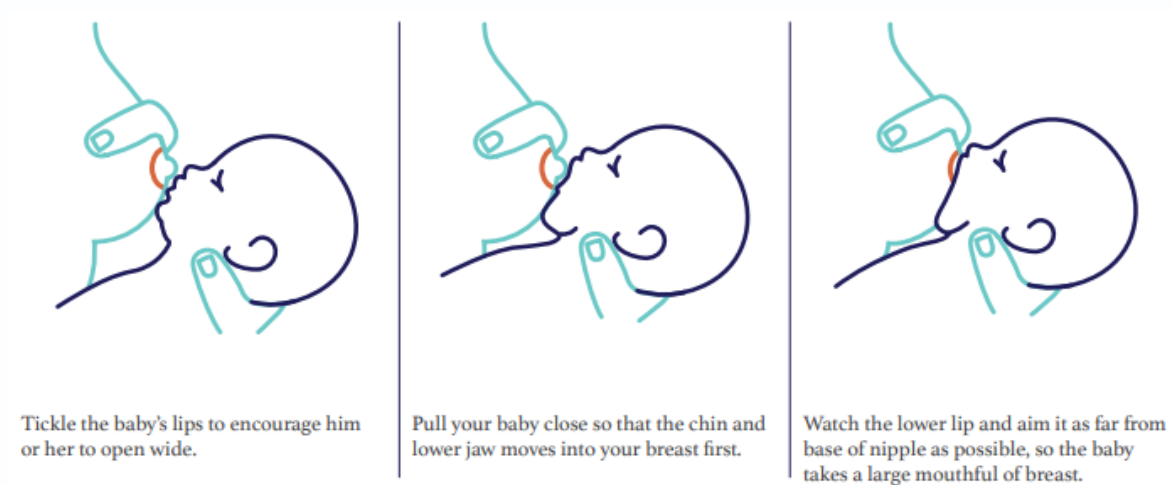


Image: Breastfeeding and Making Milk for Your Baby - Froedtert & Medical College of Wisconsin

Other helpful tips!

- Create a calm space
- Hold your baby skin-to-skin
- Let your baby lead, support them but do not force the latch
- Allow your breasts to hang naturally

Feedings may look different. Your baby will let you know when she or he is hungry. If you are worried that your baby is not getting enough milk, contact your health care provider.

BREASTFEEDING RIGHTS

Anywhere, anytime.

A range of laws and policies are in place to support and protect the rights of breastfeeding families. Federal law protects both pregnant and postpartum workers. Lactation accommodations must be made for almost all employees, pregnant and parenting students. See below for laws applicable to the state of Wisconsin. You may also visit the **Wisconsin Breastfeeding Coalition**, **Office on Women's Health Supporting Nursing Mom's at Work** and **Pregnant Scholar Initiative** websites for more information.

Wisconsin State Statute 253.165 Right to Breast-feed

A mother may breast-feed her child in any public or private location where the mother and child are otherwise authorized to be. In such a location, no person may prohibit a mother from breast-feeding her child, direct a mother to move to a different location to breast-feed her child, direct a mother to cover her child or breast while breast-feeding, or otherwise restrict a mother from breast-feeding her child as provided in this section.



Dane County, Wisconsin Ordinance 34.015 Interfering with breastfeeding prohibited

No person shall interfere with a mother breastfeeding her child or expressing breast milk within any public accommodation where the mother would otherwise be authorized to be.

City of Madison, WI Ordinance 23.37 Interfering with breastfeeding prohibited

Notwithstanding any other provision of law, a mother or her surrogate may breastfeed her child and may express breastmilk in any location, public or private, except the private home or residence of another, where the mother or her surrogate and the child are otherwise authorized to be present. Any person who intentionally interferes with a mother's or her surrogate's attempts to breastfeed her child or to express breastmilk, except the owner or resident of a private home or residence, shall be subject to a forfeiture of not less than \$25.00 nor more than \$250.00 for each such violation.

BREASTFEEDING HELP LINES

Question or trouble with breastfeeding?

Columbia County WIC Program

Provides breastfeeding support, food vouchers, farmer's market vouchers, and nutrition information to keep pregnant and breastfeeding women, infants, and children under 5 years healthy and strong. Income eligibility requirement.

608-742-9255

608-742-9254

Columbia County WIC Breastfeeding Peer Counselor

Provides breastfeeding support for Columbia County WIC clients.

608-566-3868

Prairie Ridge Health Lactation Consultant – Columbus, WI

Offers support for breastfeeding mothers.

608-216-4757

National Women's Health and Breastfeeding Helpline

Talk with a women's health information specialist about health questions or troubles with breastfeeding.

1-800-994-9662

African American Breastfeeding Alliance of Dane County, Inc

Provides support, individual consultation, and resources.

608-535-9880

La Leche League of Madison Area Chapter

Provides support over the phone and through groups.

608-616-9978

Roots4Change Cooperative

Owned by Latina/Indigenous community-based doulas.

Community-based doulas provide pregnancy, postpartum and breastfeeding support in-person and virtually. Spanish-Kichwa-English spoken.

904-385-8151

Public Health Madison & Dane County

Provides personalized breastfeeding support and information before delivery and for as long as you breastfeed.

608-243-0449

SSM Health – St. Mary's Hospital**Warm Line**

Someone available daily to answer breastfeeding questions.

608-258-6474



COMMON CONCERNS

Breastfeeding can be challenging. You are not alone.



Low Milk Supply

You may worry about low milk supply, even though your body may be making exactly what your baby needs. To know if your baby is getting enough milk, pay attention to the number of wet and dirty diapers and your baby's weight gain. If you aren't making enough milk, there are ways to help you build your supply. Contact your WIC breastfeeding expert or other breastfeeding supporter to learn how.



Sore Nipples

Your nipples may become sore or sensitive as you adjust to breastfeeding. If pain lasts, it could be a sign of poor latch or positioning, nipple trauma, fungal infection, or a milk blister. Some solutions may include adjusting your baby's latch, fitting your breast pump to the correct size, cleaning your nipples, or massaging your breasts to express milk and relieve them.



Oversupply of Milk

Your body may produce more milk than your baby needs, which can lead to breast engorgement or fast milk flow. If you are experiencing an oversupply of breastmilk, it may be helpful to hand express 1-2 minutes before bringing baby to your breast. You can also work with your WIC breastfeeding expert to establish a feeding pattern that allows the baby to control the volume.



Engorgement

Engorgement can happen when milk isn't fully removed from the breasts. Engorged breasts may feel hard, tender, warm or painful. It is most likely to happen when your milk transitions from colostrum to mature milk or with sudden changes in how you nurse. To help prevent engorgement, nurse often and take care of your health by drinking fluids and getting enough sleep. You may experience relief by massaging the breasts or by taking a warm shower.

Mastitis (Breast Infection)

Mastitis is a breast infection. It may include signs of fatigue, fever, chills, or vomiting. Look for signs of yellow discharge coming from the breast (different from colostrum). Some helpful tips for relief may include applying ice, drinking fluids and getting plenty of rest. If symptoms persist beyond 24 hours, contact your doctor.

Understanding Your Baby's Normal Behaviors

Mothers who misunderstand baby's normal behaviors are more likely to give up breastfeeding and add formula. Here are some normal behaviors to anticipate!

Two Weeks: Increased crying, increased breastfeeding during growth spurt

One Month: Active/Light and Still/Deep sleep patterns, fewer stools as breastmilk protein changes

Four Months: Baby's distractibility during breastfeeding, increased breastfeeding during growth spurt

Nine Months: Stranger danger, practice nighttime comforting techniques

National Maternal Mental Health Hotline:

1-833-852-6262

Phone line open 27/4
Available in English and Spanish

WIC PROGRAM

We've got you!



WIC's goal is the same as yours. We want you to have a happy, healthy baby and a good breastfeeding experience. If you're already enrolled in WIC, contact your local WIC clinic to ask how you can get breastfeeding support. WIC can provide support to both pregnant and postpartum women. For breastfeeding mom's, certification can extend for up to the first year of your baby's life. If you're not enrolled in WIC, find out if you're eligible to apply.

Get Support

All WIC staff are trained to give the support you and your baby need. WIC staff will speak with you about your breastfeeding goals. They can help you figure out how to make breastfeeding work for you. They'll explain WIC's breastfeeding support and assign you a food package that meets your supplemental nutritional needs. WIC can provide access to a greater variety and quantity of healthful foods as well as provide assistance with obtaining a breast pump if needed.

Peer Counselors & Designated Breastfeeding Experts

Many WIC clinics offer peer counseling. A WIC peer counselor is a mother in the community with personal breastfeeding experience who is trained to give information and support to new moms. She will mentor, coach, and support you. She can give you:

- Basic information about breastfeeding.
- Ideas on how your family and friends can support you.
- Ways to get a good start with breastfeeding.
- Tips for a healthy supply of breast milk for your baby.
- Support when you have breastfeeding concerns.
- Tips on how to breastfeed comfortably and discreetly, even in public.
- Advice to help you stick with breastfeeding after you return to work or school.

You can even reach some peer counselors outside of WIC clinic hours and locations. We know breastfeeding questions can happen anytime, anywhere.

If you're having a complex breastfeeding challenge, a WIC Designated Breastfeeding Expert can help. This is someone with special experience and training who can help you with latching, milk supply issues, and more.



NUTRITION WHILE BREASTFEEDING

Healthy you, healthy baby.

Breastfeeding Moms Need More Calories

Generally, breastfeeding moms require 330–400 more calories per day compared to the number of calories needed prior to pregnancy. These extra calories help to fuel the breast milk making process.

Nutrients Matter

Mothers who breastfeed should generally focus on the following guidelines: increased fruits, vegetables, whole grains and dairy. Decreased added sugars, saturated fats and sodium. Adequate intake of calcium, vitamin D, potassium, and dietary fiber. WIC can help provide foods with these nutrients for up to one year for eligible breastfeeding moms.

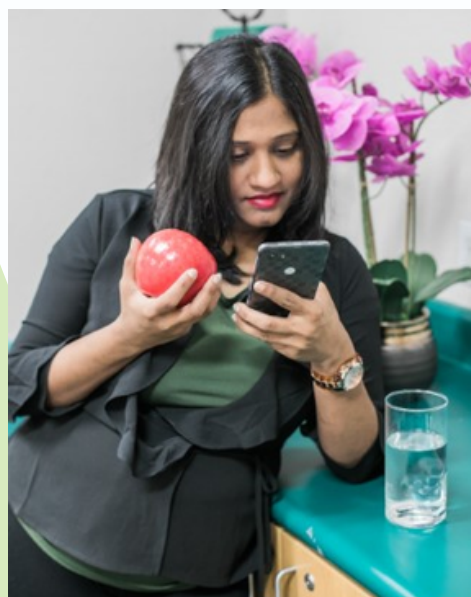
Breastfeeding Moms Have Increased Vitamin & Mineral Needs

Folate, iodine and choline are essential for infant growth and development. Talk with your WIC dietitian or nutritionist about food sources and/or supplementation.

Other Considerations

Weight Management: It is important to consider returning to a healthy weight during the postpartum period while also balancing the additional calories needed for milk production. Overweight/obesity may have long-term health consequences.

Alcohol/Caffeine: Generally, minimal intake of these beverages is considered safe. For more information on breastfeeding and alcohol or caffeine, visit the CDC's website.



PUMPING

When? How Long? How often?

There are many reasons you may consider pumping, hand expressing milk or feeding your baby pumped breast milk. It allows your baby to drink breastmilk from a bottle and can be an option for families returning to work or who plan to be away from their babies for other reasons.



- You may want to consider pumping a few weeks before you return to work or plan to be away from your child. This will allow you to practice and for your child to get used to drinking from a bottle.
- When you are away from your baby, try to pump as often as your baby drinks breastmilk. This will help to keep your milk supply adequate to meet the needs of your baby.
- The amount of breastmilk that your body makes may differ baby to baby and can also change as your child grows.

Talk with a breastfeeding support provider for help with making pumping work for you!



STORING AND USING BREASTMILK

How to safely pump, store, and feed breastmilk.

Before Expressing/Pumping

- Wash your hands with soap and water
- Make sure your pump kit and tubing are clean
- Clean pump dials and countertop

Storing Expressed Milk

- Use breast milk storage bags or clean food-grade containers with tight sealing lids
- Avoid plastic containing BPA
- Label milk the date that it was expressed, then store in the back of fridge or freezer

Thawing

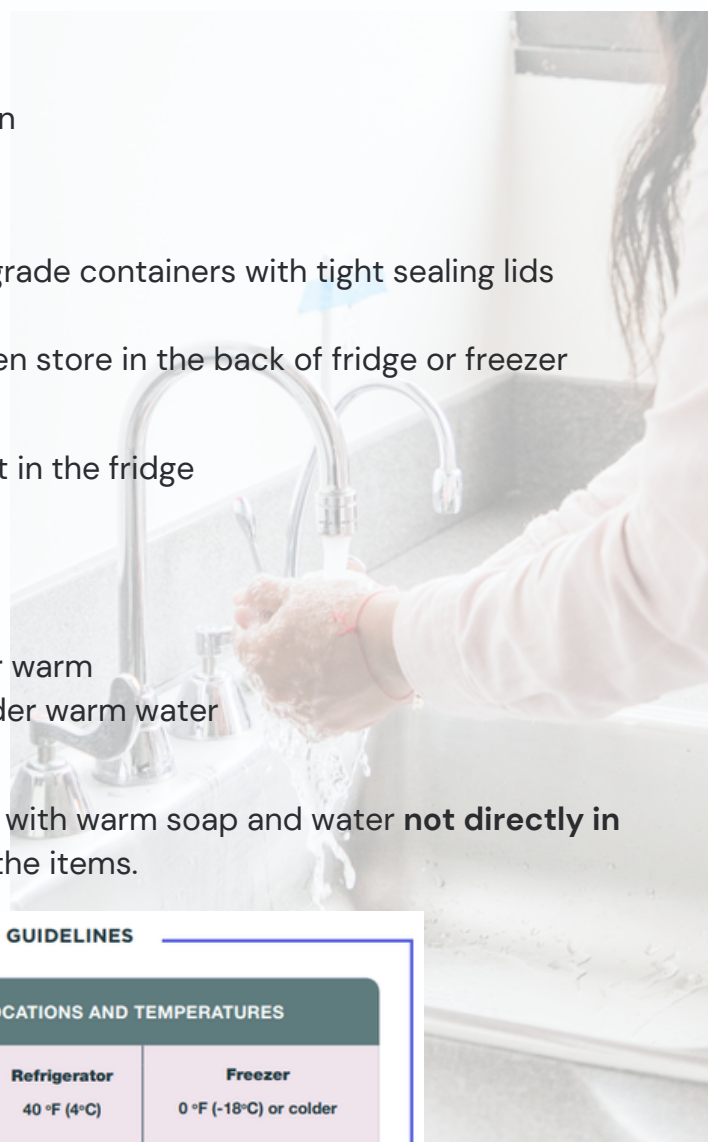
- Thaw milk under lukewarm water or overnight in the fridge
- **Never thaw or heat milk in the microwave**
- **Never refreeze previously thawed milk**

Feeding

- You can offer milk cold, room temperature or warm
- To heat milk, place sealed container in or under warm water

Cleaning

- Wash pump or feeding parts in a clean basin with warm soap and water **not directly in the sink** because germs could contaminate the items.
- Air dry items on a clean towel



HUMAN MILK STORAGE GUIDELINES

TYPE OF BREAST MILK	STORAGE LOCATIONS AND TEMPERATURES		
	Countertop 77°F (25°C) or colder (room temperature)	Refrigerator 40 °F (4°C)	Freezer 0 °F (-18°C) or colder
Freshly Expressed or Pumped	Up to 4 Hours	Up to 4 Days	Within 6 months is best Up to 12 months is acceptable
Thawed, Previously Frozen	1-2 Hours	Up to 1 Day (24 hours)	NEVER refreeze human milk after it has been thawed
Leftover from a Feeding (baby did not finish the bottle)	Use within 2 hours after the baby is finished feeding		

SUPPORT SERVICES

For more breastfeeding support and information.

Local Resources

Pregnancy Resource Center – Portage

Post delivery support including assistance with breast pumps, bottles and feeding essentials.
800-705-4710

Wisco Lactation

Breastfeeding support and lactation services. Live virtual classes, support groups, and individual help.
414-249-4420

Madison Area Donor Milk Bank

Human milk sharing organization that facilitates donor lab testing, safety education and health screening, and accessibility to local infants up to 6 months of age.
608-535-9886

Ho-Chunk Health Care Center

Certified Lactation Counselors on staff that can help with breastfeeding. Counselors can also help with things such as latching on, milking supply, pumping, and much more.
888-685-4422, ext. 35317

Online Resources

Wisconsin WIC Breastfeeding Support Facebook Groups

Online support group for WIC moms
www.facebook.com/WICMomStrong/groups

USDA WIC Breastfeeding Support

Free online videos, information, and answers to common questions.
www.wicbreastfeeding.fns.usda.gov

Office on Women's Health – Your Guide to Breastfeeding

Online comprehensive guide to breastfeeding.
www.womenshealth.gov/your-guide-to-breastfeeding

Coeffective

Free online resource focused on improving maternal and child health outcomes, specifically focused on marginalized communities most affected by structural barriers. Lists breastfeeding services and education. Download their **free mobile app** to learn more.
www.coeffective.com

Global Health

Free online breastfeeding demonstration videos offered in many languages.
www.globalhealthmedia.org/videos/breastfeeding

Ready, Set, Baby

Free Prenatal Breastfeeding Education Live Classes (Weekly)
www.sph.unc.edu/cgbi/ready-set-baby-live-online-classes/

HUG Your Baby

Free Two-Hour Preparing For Breastfeeding Success Comprehensive Zoom Class. Website also includes various video links and articles for reference.
www.hugyourbaby.org/parenting101



Places to Pump

www.bit.ly/lactationspace

Interactive map with locations to pump
near Dane County



SUPPORT GROUPS

They're about more than just breastfeeding.

Wisco Lactation

Hang out, relax, nurse your baby, do a weight check and talk about all things parenthood. Group is FREE! This support group is near the Madison area.

414-249-4420

La Leche League

Provides support over the phone and through groups. In-person support groups on the first Saturday of every month at 10:45am in Madison. Virtual groups offered the second Saturday of each month at 10:30am.

608-616-9978

Harambee Village Doulas

Specialized and one-on-one breastfeeding education for families. Breastfeeding support groups are also available for families to come together and share resources.

608-298-7720



You got this, momma!

All staff endorse breastfeeding as the optimal method of feeding infants, unless contraindicated, and encourage exclusive breastfeeding for approximately 6 months after birth, continued breastfeeding along with complementary foods introduced at about 6 months, and for as long as mutually desired for 2 years or beyond.

We understand that every family's situation is different. Not all mothers can breastfeed or continue to breastfeed for as long as they would like. Giving your child at least some breastmilk can offer benefits.

We hope this resource guide equips you with the necessary information to support your breastfeeding journey. **You got this, momma!**



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mail:

U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or

fax:

(833) 256-1665 or (202) 690-7442; or

email:

program.intake@usda.gov

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