

My baby is getting enough milk if:

1. My breasts feel full before a feed and soft after
2. My baby is alert and wants to feed every 2-3 hours
3. I hear my baby swallowing during feeds and see milk in baby's mouth
4. Baby has 3 poopy diapers each day by day 3 (5 each day by day 5)
5. My baby is satisfied (calm) between feeds

How do I make more milk for my baby?

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1. Feed more often – wake baby after 2 hours
2. Make sure baby gets to “finish” (drops off the breast asleep or gets at least 15 minutes of feeding)
3. Hand express milk: a few drops to start the baby feeding, and express more after baby is done to increase supply
4. Take care of myself - eat and sleep as much as I can!

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Instructions for Refrigerator Magnets:

WHY: The reasons to create and give a refrigerator magnet with a picture frame are to:

- a- reinforce key messages (e.g. building milk supply, good latch feels good) in a novel way
- b- Take advantage of the number of times the refrigerator is used daily
- c- provide a fun small baby-related gift to the mother (baby picture goes into the frame)

HOW: You choose the message and the graphic. We chose to focus on building milk supply since perceived low milk supply has been repeatedly identified as a reason mothers stop breastfeeding.

- a- Develop your message in bullet points
- b- Develop a colorful graphic (can use ours or any other source)
- c- Go to www.magnets.com site (other vendors are available- this site was used for the project)
- d- Click on “Shape magnets” and then click on “Photo frame magnets”
- e- We used “4x7 Custom Picture frame magnet with business card punch out” – click on the link and follow instructions – you can upload art or type instructions or both, and can select colors and fonts.