



## Thank you for choosing The Florida Department of Health in Seminole County

Quality healthcare, education, community partnerships and surveillance serve as the foundation of The Florida Department of Health in Seminole County's variety of services. With a focus on quality, using customer feedback and data-driven decision making, we accomplish our mission to protect, promote and improve the health of all people in Florida through integrated state, county and community efforts.

*Dr. Swannie Jett, DrPH., Health Officer*

visit: [www.seminolecohealth.com](http://www.seminolecohealth.com)  
for more information.

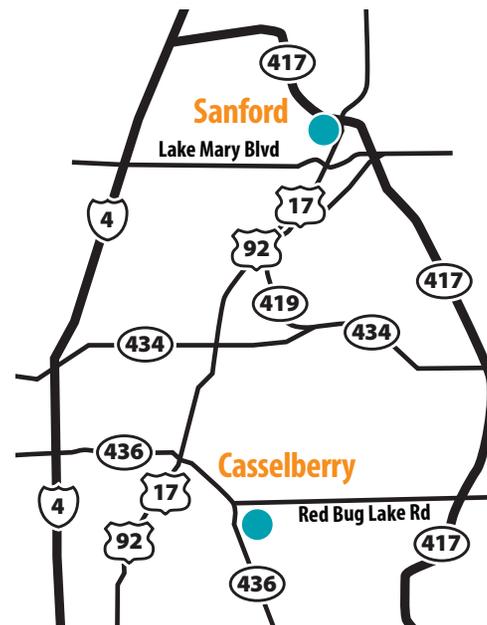
## WIC Breastfeeding Hotline & Locations

**Sanford** | 407/665-3365

400 West Airport Boulevard, Sanford, FL 32773

**Casselberry** | 407/665-3406

132 Sausalito Boulevard, Casselberry, FL 32707



# WIC Breastfeeding Program

Vision: To be the Healthiest State in the Nation

## WIC is Here to Help

Call to report the birth of your baby as soon as you are discharged from the hospital. You will see a peer counselor during your baby's first visit to see how breastfeeding is going. This appointment may take longer than expected, so plan to feed the baby at least once during this visit.

Breastfeeding mothers and their babies receive more coupons for healthy WIC foods.

### Call for assistance if...

- + Your breasts or nipples are sore
- + Your baby is not gaining enough weight
- + Your breasts are too full to feed your baby
- + You have had breast surgeries
- + You are advised to stop breastfeeding
- + You are on medication
- + You want to change your feeding status
- + You are going to work or school
- + You have any questions or concerns

### The WIC Program at The Florida Department of Health in Seminole County offers free help with breastfeeding:

- + Breastfeeding classes
- + One-on-one breastfeeding assistance with your personal peer counselor
- + Access to a Licensed Lactation Consultant (IBCLC) if having feeding problems
- + Moms support group
- + Manual and electric pumps available

## Why Should I Breastfeed?

### Benefits to Mom:

- + Only you can give your baby the special gift of breastmilk
- + Breastfeeding burns 500 calories per day
- + Convenience. No mixing, refrigeration, sterilization or clean up
- + Nursing helps you bond with your baby
- + Breastmilk is free!

• All services are free to individuals enrolled in the WIC Program at The Florida Department of Health in Seminole County

• The WIC Program at The Florida Department of Health in Seminole County is an Equal Opportunity Provider.

CALL the Breastfeeding Hotline at 407/665-3365 in Sanford or 407/665-3406 in Casselberry or visit [www.seminolecohealth.com](http://www.seminolecohealth.com)

## Prenatal & Postpartum Services

Once enrolled in our program you will receive breastfeeding education divided into 3 steps.

**Step 1** You will attend a breastfeeding basics class before birth.

**Step 2** Schedule an individual consultation in the 8th month of pregnancy. We will focus on what you should expect in the early postpartum days.

**Step-3** When you come to the WIC program office to add your baby, you will be seen by a breastfeeding counselor and get a personal breastfeeding assessment. A trained counselor will answer questions and address any of your breastfeeding concerns.

**Support Group** As your baby continues to grow, we offer a weekly support group that can help you through all of the stages of your baby's development.

**Electric Pumps** We offer hospital grade electric pumps for moms that are exclusively breastfeeding their baby (receiving no formula) and returning to work or school full time. Proof of employment or school enrollment is needed. This service is available free of charge and based on limited availability.

## Benefits to Baby:

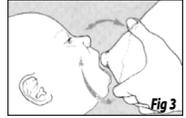
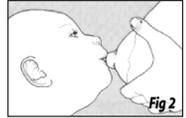
- + Breastmilk has the perfect amount of nutrients your baby needs
- + Breastmilk helps your baby's brain grow
- + Breastfeeding helps prevent diabetes, asthma and ear infections and other illnesses
- + Babies fed only breastmilk are less likely to develop allergies
- + Breastmilk is easily digested in your baby's stomach

## Getting Started

- + You and your baby should be in a comfortable position.
- + Always have your baby facing you with their nose to your nipple.
- + Support your baby's head with one hand and your breast with the other.
- + Tickle your baby's lower lip.
- + Be patient and wait until your baby's mouth is opened wide.
- + Bring your baby's chin into your breast and pull him close so he takes in a big mouthful of breast.
- + Keep your baby's body pressed close to yours so the nipple stays deep in the baby's mouth.
- + It is okay if your baby's nose touches the breast.
- + After the first few sucks, you should feel a tug at the breast, but NO PAIN!

### To take baby off the breast:

- + Insert a clean finger into the corner of your baby's mouth.
- + Place your finger between the gums and hold it there until your baby lets go.



## What to Expect the First Few Days

Breastfeed your baby within the 1<sup>st</sup> hour after birth.

You should feed your baby 8–12 times a day, every 2–3 hours.

Your breasts make small amounts (teaspoons) of special milk called Colostrum.

Practice skin to skin with your baby as much as possible in the first few days.

Some babies are very sleepy and need to be awakened to feed. Remove blankets and practice skin to skin.

The first bowel movements are dark and tarry. Colostrum helps pass these stools faster.

It is normal for newborns to lose up to 10% of their birth weight in the first 3–4 days of life.

### Common Concerns

**How do you know your baby is getting enough?** Your baby should latch on to your breasts and stay on for at least 15–20 minutes.

Your baby should have 4–6 wet diapers and 2–5 yellow, watery bowel movements after day 4.

Your breasts are full before feeding and soft after.

**If your baby cries and you think he/she is still hungry;** Put your baby on the breast again. You never “run out” of milk.

Your baby should not sleep more than 3–4 hours.

### Do you need a pump?

Your baby is the best pump. Call WIC for help if your baby is still in the hospital after you are discharged.