INCREASING MILK SUPPLY IS AS EASY AS 1-2-3!

1. **SKIN-TO-SKIN CONTACT**
   - Cuddle your undressed baby upright between your bare breasts, with a blanket to cover you both if the room is cool. Ensure baby's airway is clear.
   - Skin-to-skin contact stimulates the release of the "love hormone" in both you and your baby. It relaxes you and encourages milk to flow.
   - Stay skin-to-skin for as much of the day as you desire, the more the better.
   - See the 'Skin-to-Skin Contact' handout for tips and important safety information.

2. **FREQUENT BREASTFEEDING**
   - While skin-to-skin, breastfeed often and whenever the baby is willing. Don't wait for the baby to cry or fuss to offer the breast.
   - Ensure that the baby has a deep and comfortable latch and good position—'tummy-to-mummy, nipple-to-nose'.
   - Aim for at least 10-12 breastfeedings from sunset to sunset, including night feeds.
   - Keep baby feeding through compressions and swapping sides.

3. **BREAST COMPRESSION**
   - Emptying the breast more fully at each feeding makes more milk.
   - When you notice that your baby is sucking, but not swallowing, you can help the milk flow by gently squeezing your breast.
   - Place your fingers under your breast with your thumb on top, behind the areola (darker skin). Press gently until you notice your baby begin to swallow.
   - Release when your baby stops drinking.

Follow baby's lead and respond to baby's need. Do not force-feed baby.

Did you know that low milk supply is rare, but is one of the most common concerns of mothers, leading to formula use? If you’ve stopped breastfeeding and want to re-start through relactation, or are mixed-feeding and want to build up your milk supply, reach out to a breastfeeding counselor for help.