

CROYDON INFANT FEEDING SUPPORT (BREAST AND BOTTLE) DURING THE CORONAVIRUS PANDEMIC

Congratulations on your pregnancy or birth of your baby! During your pregnancy you may need help to decide how to feed your baby. After the birth you may need support with feeding. This is a brief guide to the support available to you during the coronavirus pandemic.

SUPPORT FROM YOUR MIDWIVES

- For infant feeding support during pregnancy and just after birth.
- Contact Ursula Keane, Infant Feeding Lead Midwife on 07879814190
- Email the team ch-tr.maternityinfantfeeding@nhs.net.
Mon-Fri 8.00-16.00.

SUPPORT FROM YOUR HEALTH VISITORS

- Your health visitor will contact you a few days after your baby is born to arrange a new birth appointment
- At this visit / virtual contact you will be able to talk about how you are getting on with feeding your baby

INFANT FEEDING SUPPORT LINE

- 0208 714 2985 (Mon-Fri 9-5)
- An infant feeding specialist will respond to your call and offer you a 1-1 consultation over the phone or by a video link

CHAT Health

- You can text message the Croydon Health Visitors with your questions on 07507334150 9am-430pm; messages received outside these hours will be responded to within 24 hours

VITAMINS, MILK, FRUIT, VEGETABLES

- Most of us are staying indoors more & this may affect our [Vitamin D levels](#).
- [Check here](#) to see if you qualify for free Healthy Start vitamins for you and your baby and vouchers for milk, fruit, & veg

COVID-19 GUIDANCE ON INFANT FEEDING

- [Breastfeeding network](#) - helpful information & tips
- [ABM](#) - Useful website bringing together all sorts of free information and resources for expectant and new parents during Covid-19
- [La Leche League](#) - infant feeding during the coronavirus pandemic, and resources in other languages
- [UNICEF](#) - feeding your baby during Covid -19

NATIONAL TELEPHONE HELPLINES

- **National Breastfeeding Helpline** 0300 100 0212 9:30am-9:30pm, 7 days / week
- **LLL National Helpline** 0345 120 2918 (can offer support in a variety of languages) 8am-11pm, 7 days / week
- **NCT Breastfeeding helpline:** 0300 330 0700 8am-midnight, 7 days / week
- **Association of Breastfeeding Mothers** – 0300 330 5453 9.30am-10.30pm, 7 days/week
- **The Breastfeeding Network supporter line in Bengali and Sylheti** – 0300 456 2421

EMAIL/WEB REQUESTS

Questions that don't need an immediate response

- **ABM** counselling@abm.me.uk **La Leche League** has an [online form](#)

LIVE ONLINE MESSAGING/WEBCHAT

- **Breastfeeding Network** - Live online support- <https://www.breastfeedingnetwork.org.uk/chat/>
- **National Breastfeeding Helpline** [Facebook messaging service](#)

Useful web resources for expectant/new parents

GENERAL SUPPORT AND INFORMATION ABOUT BREAST FEEDING

- [La Leche League](#) - help and advice across a range of issues
- [Start4Life](#) – top tips and useful pictures for attaching and expressing
- [Global Health media](#) – videos about all areas of breastfeeding in different languages
- [NCT](#) - advice and support on feeding

INFORMATION ABOUT FORMULA FEEDING

- [First Steps Nutrition](#) – tips about which formula milk to choose

GETTING TO KNOW YOUR BABY

- [Unicef](#)

HOW BREASTFEEDING WORKS

- Association Breastfeeding Mothers [video](#)
- Khan Academy Breast Anatomy [utube](#)

LACTATION CONSULTANT to find a lactation consultant: (generally have a cost). [click here](#)

EXPRESSING MILK

- [Unicef](#) - helpful video for hand expressing

NIGHT TIME ROUTINES

- [UNICEF](#) – helpful leaflet
- [BASIS](#) – app to help decisions about night time care of your baby

FEEDING PROBLEM SOLVING

- [Laleche League](#) – tips for avoiding and treating engorged breasts
- [Breastfeeding Network](#) - Mastitis – signs, symptoms and what to do.
- [Laleche League](#) – Tongue tie signs and symptoms

HOW LONG SHOULD I BREASTFEED?

- <https://breastfeeding.support/how-long-should-i-breastfeed/>

INTRODUCING SOLID FOOD

- [Start4Life](#)
- First Steps Nutrition