LATCHING
Push baby into your body with the side of your forearm
Bring baby towards breast with the nipple pointing to the roof of the mouth
- Place your hand under your baby’s face, palm up
- Support your baby’s head but DO NOT push it against your breast
- Tilt your baby’s head back slightly
- Your baby’s body and legs are wrapped in around you
- When your baby’s mouth is wide, use your whole arm to bring your baby onto the breast
- Your baby’s chin and lower jaw touch the breast first.

WATCH THE LOWER LIP
Aim it as far from the base of the nipple as possible –
...Your baby’s tongue draws lots of breast into its mouth.
- Move your baby’s body and head together – keep your baby uncurled.
- Once latched, the top lip will be close to your nipple and the areola shows above the lip.
- Keep chin close against your breast.

You need your baby’s mouth to be open wide before moving onto your breast. To teach the baby to open wide/gape:
1. Move your baby toward your breast; touch the top lip against the nipple;
2. Move the mouth away SLIGHTLY;
3. Touch the top lip against the nipple again, move away again;
4. Repeat until your baby opens wide and has its tongue forward

Or, better yet, run nipple along the baby’s upper lip, from one corner to the other, lightly, until baby opens wide. Move baby, not breast
RECOMMENDATIONS FOR THE MOTHER

MOTHER’S POSTURE
- Sit with straight, well-supported back
- Trunk facing forwards, lap flat

BABY’S POSITION BEFORE FEED BEGINS
- On pillow can be helpful
- Nipple points to the baby’s upper lip or nostril

BABY’S BODY
- Placed not quite tummy-to-tummy, but so that baby comes up to breast from below and baby’s eyes make contact with mother’s

SUPPORT BREAST
- Firm inner breast tissue by raising breast slightly with fingers placed flat on chest wall and thumb pointing up (if helpful, also use sling or tensor bandage around breast)

MOVE BABY QUICKLY ON TO BREAST
- Head tilted back slightly, pushing in across shoulders so chin and lower jaw make first contact (not nose) while mouth is still wide open; keep baby uncurled (means tongue nearer breast), lower lip is aimed as far from nipple as possible so baby’s tongue draws in maximum amount of breast tissue

CAUTIONS
Mother needs to AVOID:
- Pushing her breast across her body
- Chasing the baby with her breast
- Flapping the breast up and down
- Holding breast with scissor grip
- Not supporting breast
- Twisting her body towards the baby instead of slightly away
- Aiming nipple to centre of baby’s mouth
- Pulling baby’s chin down to open mouth
- Flexing baby’s head when bringing to breast
- Moving breast into baby’s mouth instead of bringing baby to breast
- Moving baby onto breast without a proper gape
- Not moving baby onto breast quickly enough at height of gape
- Having baby’s nose touch breast first and not the chin
- Holding breast away from baby’s nose not necessary if the baby is well latched on, as the nose will be away from the breast anyway)
on the conditions that it is not used in any context in which the WHO code on the marketing of breastmilk substitutes is violated.