

BiBs

(Breastfeeding in the Borders)



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Breastfeeding in the Borders



About BiBs

The BiBs service aims to support pregnant and breastfeeding mothers by offering help and guidance from our trained breastfeeding peer support volunteers.

Although breastfeeding is natural, it is a skill that must be learned by both mother and baby.

Our volunteers will offer you friendly support and practical advice with breastfeeding.

The support we provide is in addition to and complements the care you receive from NHS Borders Health Professionals.

We offer mums personal, friendly, one to one support:

- ❖ **On the maternity ward**
- ❖ **Over the phone (phone calls and/or text messages)**
- ❖ **At one of our local breastfeeding groups**

Our volunteers understand that in the early days after having a new baby, women often need extra support and guidance.



Who are the Peer Supporters?

We are NHS volunteers living in the Borders who have experience of breastfeeding. We provide a supportive and confidential service.

All volunteers hold a current PVG and have been trained to support breastfeeding families.

Who is BiBs for?

BiBs is for families living in Scottish Borders We support pregnant families who are thinking about breastfeeding and want to know more, and breastfeeding mothers needing some friendly advice.

How does it work?

All breastfeeding women will be offered a Peer Supporter after birth; a volunteer will then contact you by phone or text to introduce themselves. You can then work out together what support you need and for how long. You can also meet or talk to a Peer Supporter before your baby arrives, just ask!

We don't mind if you change your mind!

You can ask your community midwife or health visitor at any time if you decide that peer support is for you.

For further information:

If you don't currently have a volunteer and would like to have someone to talk to, or have any questions/ are looking for advice and you can email us on:



bor.breastfeedingintheborders@borders.scot.nhs.uk

BiBs Volunteer Co-ordinator
Julie Robson 07775227114

Health Improvement Specialist
Juliet Fraser 07816061542

Local Groups

There are a number of BiBs breastfeeding groups running across the Scottish Borders.

Come along for support, advice, and a cuppa – we'd love to see you!

Whether you are pregnant and thinking about feeding your baby, or you are currently breast or mixed feeding...

Everyone is welcome!

Dads, partners, family or friends are welcome to join too.

To find out where your nearest breastfeeding group is held, and for any updates or changes check out:

- ❖ Breastfeeding in the Borders (BiBs) Facebook page



- ❖ Breastfeeding in the Borders (BiBs) Linktree



- ❖ Breastfeeding in the Borders (BiBs) Instagram



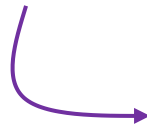
Breastfeeding Friendly Scotland



Our BiBs groups are all signed up to the Breastfeeding Friendly Scotland Scheme, as are many other businesses across the Scottish Borders.

Check out the map for location of every business who is signed up across Scotland:

[Breastfeeding Friendly Scotland – Google My Maps](#)



Wherever you see the logo, you can be rest assured that staff will:

- ❖ Provide you with a positive experience of breastfeeding, enabling you to feel confident and supported
- ❖ Know their legal responsibility towards breastfeeding mums and are fully aware of the laws that protect you to breastfeeding families when out and about

If you would like to encourage a local business to sign up, email us on: breastfeeding.friendly@borders.scot.nhs.uk

National Breastfeeding Helpline

If your BiBs volunteer is unavailable, you can access infant feeding peer support 24 hours a day, 7 days a week from the National Breastfeeding Helpline.



The National Breastfeeding Helpline offers evidence-based, non-judgmental, friendly breastfeeding and infant feeding peer support for all; wherever you are in your feeding journey.

You can contact the helpline by calling **0300 100 0212** or by private messaging the National Breastfeeding Helpline on Facebook or Instagram.



The Breastfeeding Network also offer support to find reliable information around medication and medical treatments and breastfeeding via their Drugs in Breastmilk information service.

If you have questions about medication while breastfeeding, their team of volunteer pharmacists with their own experience of breastfeeding will be happy to support you by listening to your specific situation and sharing evidence-based information. You can contact them 365 days a year by emailing **druginformation@breastfeedingnetwork.org.uk** or by private messaging

[@BreastfeedingNetworkDrugsInBreastmilk](#) on Facebook

There are around 75 factsheets on the Breastfeeding Network website to help you get information about the compatibility of many common medications and treatments. Scan the QR code to access the factsheets.



The Breastfeeding Network is a Company Limited by Guarantee Registered in Scotland. Company No. 330639, Registered Charity No SC027007

Early Feeding Cues

Recognizing early cues helps you to respond before the baby becomes distressed. These are usually grouped into stages:

Early cues (ideal time to feed):

- ❖ Stirring or waking from sleep
- ❖ Opening mouth
- ❖ Turning head (rooting)
- ❖ Bringing hands to mouth
- ❖ Sucking movements or noises



Mid cues:

- ❖ Increased movement
- ❖ Stretching
- ❖ Hand-to-mouth more frequently

Late cues (baby is upset):

- ❖ Crying
- ❖ Agitated movements

CHIN Principles

This is a helpful acronym for positioning and attachment:

Close: Baby's body close to mum.

Head Free: Baby's head and neck supported but free to tilt back.

In Line: Baby's head, neck, and body in a straight line.

Nose to Nipple: Baby's nose level with nipple to encourage wide mouth and deep latch.

If it doesn't feel right take baby off and start again.

Storage of Expressed Breast Milk

Milk	Place	Maximum Time
Fresh Breastmilk including colostrum	Room Temperature	6 hours
	Fridge at 5°C-10°C	3 days
	Fridge at 4°C or lower	5 days <small>If temperature rises above 4°C after 3 days then use within 6 hours</small>
Frozen Breastmilk	Freezer at -18°C or lower	6 Months
Defrosting Breastmilk	When defrosting in the fridge	Usually takes 12 hours to defrost, use as soon as fully defrosted
	When defrosting outside the fridge	Use as soon as fully defrosted

Graphic sourced:



[Expressing and storing breastmilk - The Breastfeeding Network](#)

More information can be found on 'Off to A Good Start' or ask your Midwife, Health Visitor or BiBs volunteer.



UNICEF hand expressing video clip



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