

CELEBRATION OF WELLNESS

NEWS

Issue 15

April 2019

Important Steps for Successful Breast-feeding

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The American Academy of Pediatrics, World Health Organization, and Institute of Medicine recommend exclusively breast feeding for the first 6 months of life. They also recommend the continuation of breast feeding for the entire first year or longer as mutually desired by mother and infant.

Breastfeeding can be one of the most rewarding and exciting benefits a mother can give to her newborn. There are also times when it can become extremely frustrating. To help make breastfeeding a happy and successful experience, The

World Health Organization has come up with steps to help moms have the best possible breastfeeding outcomes.

Step 1:

Initiate breastfeeding one hour (or as close to possible) after birth

Step 2:

Practice rooming in: Allow baby to stay with you 24 hours a day

Step 3:

Breastfeed on demand

Step 4:

Limit artificial teats and pacifiers

The first 24-48 hours after birth can be a crucial time to getting breast-feeding off to a great start. One of the most powerful steps in positive breastfeeding outcomes is skin to skin contact. To get the most benefits, moms should request that the baby goes skin to skin immediately after birth and stays there for as long as possible. When babies are immediately placed on the mother's skin, they begin to use their sense of smell to reach the breast, and this promotes correct suckling. Studies also show that skin to skin promotes less crying and is the best known practice for keeping newborns warm. If the baby cannot immediately be placed skin to skin after birth, moms should request to do so as soon as it is medically approved. Even after the first hours of life, skin to skin time remains an extremely important part of the bonding process.



Rooming in is another important step in getting breast feeding off to a great start. Babies that stay in the room with their moms can be kept skin to skin more. Rooming in is also a great way for moms to start learning about and observing feeding cues. Moms

should be watching the baby to see when it is time to feed instead of watching a clock. Feeding cues are signs the infant shows when it is time to feed. Some examples are suckling, rooting, and hand to mouth movements.

Moms can also be learning about their infant's sleep/wake cycle. It is best to feed the baby when they are in a light sleep or quiet alert stage. This means the infant has not reached the crying stage. If the infant is crying, moms should place them skin to skin for about 30 mins or until baby calms down before trying to latch. By using the infant's cues for signs of when to feed, moms will feed more often, which leads to an increased milk production. A general rule of thumb is that moms should be feeding 10-12 times in a 24-hour period.

The American Academy of Pediatrics AAP recommends delaying the introduction of artificial teats or pacifiers until breastfeeding is firmly established. This is usually around 3-4 weeks. If supplementation is medically necessary, it is best done by using hand expression of breast milk, which is then fed to the infant via a medicine cup.

Breastfeeding provides babies the perfect nutrition and everything they need for healthy growth and brain development. Celebration Pediatrics now offers lactation consulting, and we are here to help you every step of the way. Give us a call at 407-566-9700 to schedule your lactation appointment.

Beat the rush for your Summer Camps and Sports Physicals!

Are your kids participating in a sports program or heading off to camp this summer? The first step in signing up for the fun is having a current physical that proves your child is ready to take part in these organized activities. Our board-certified clinicians at Celebration Pediatrics provide annual physicals as well as physicals for sports, camp, and school. To schedule to your child's physical call our office at 407-566-9700.

MEET THE PROVIDERS AT CELEBRATION PEDIATRICS

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Influenza Vaccination During Pregnancy

There has been an unprecedented rise in confirmed flu cases this spring. At Celebration Obstetrics and Gynecology, we are taking every opportunity to ensure that our patients are protected from all active strands. The Center for Disease Control and Prevention (CDC) said in its latest weekly update that in the US, the flu is still widespread in 44 states and expected to continue for several more weeks.



Though the level of clinic visits for flu peaked in February, the latest markers still show the H3N2 viruses causing an increasing number of infections.

Pregnant women are particularly vulnerable to the influenza infection. This is why the influenza vaccination is an integral element of pre-pregnancy, prenatal, and postpartum care. It is imperative that obstetrician-gynecologists, other health care providers, health care organizations, and public health officials continue efforts to improve the rate of the influenza vaccinations among pregnant women. This will greatly benefit women and their newborns.

Mark your calendars for the 3rd Annual Celebration Cancer Superhero 5k and Fun Run event!

Sunday September 8th, 2019,
to benefit Ovarian Cancer
and Pediatric Cancer -
7:00am Celebration Lakeside Park.



For volunteer and sponsorship opportunities please contact Jill White at infocs5k@gmail.com



Celebration Pediatrics Meet n' Greet:

Are you looking for an incredible Pediatric office for your baby or child? Well, look no further!

Celebration Pediatrics is excited to invite you to meet our amazing staff, enjoy a tour of our world class office, and find the new medical home for your baby or child!

Light refreshments and snacks will be provided.

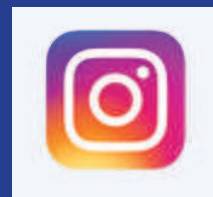
- April 3rd @ 5:30pm
- April 17th @ noon
- May 8th @ 5:30pm
- May 22nd @ noon



Call us at 407-566-9700 to reserve your spot today!

Announcement:

In observance of Good Friday, Celebration Obstetrics and Gynecology will be closing early. Please note that the office hours for Friday, April 19, 2019 will be 8:00 AM to 1:30PM.



Instagram!

Celebration ObGyn is excited to announce that we are now on Instagram!!

Follow us with username: CelebrationObGyn

ULTRASOUND FOR \$75

GE HD 'Quick Peek' Ultrasound \$75
Available daily 12-1pm & 4-5pm
at Celebration Obgyn

Please call
407.566.BABY



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