

NUTRITION SNACKS: BREASTFEEDING PART 1

Childbirth is a major event for a woman's body and so rest and adequate nutrition post birth is important to ensure healing and recovery. There are also emotional needs adjusting to life with a new baby and it's important for new mums to give themselves time to adjust without putting unnecessary pressure on themselves. New mums also need time to adjust and get into their routine of feeding without interrupting this with a change in diet and causing any unnecessary stress that can impact milk production or the ability to feed.

WHEN IS IT SUITABLE TO START THE PROGRAM?

In the early stages post birth, it's important for mothers to focus on themselves and their baby, and weight loss should not be a priority during this time. This is why we advise members to wait at least 6 weeks before starting on the program. Some women may need longer than this depending on where they are at with their recovery.

JENNY CRAIG BREASTFEEDING MENUS

At Jenny Craig we provide breastfeeding members with additional nutrition to support lactation. Breastfeeding mothers follow a menu that is higher in kilojoules with extra Vegetable, Dairy and Grain serves to accommodate for their increased requirements.

The Jenny Craig supplement is suitable for breastfeeding mothers, however if a member is taking their own supplement, we recommend they discuss their needs with their doctor as to which supplement will be best for them.

NUTRITION REQUIREMENTS WHILE BREASTFEEDING

The right nutrition helps a breastfeeding mother to produce a good supply of nutrient rich breastmilk. She also needs to meet her own nutritional needs and increased appetite is common while feeding.

While breastfeeding, the mother will need more energy so she can produce breastmilk – some of this energy comes from fat stores post birth, however part of this also needs to come from food. There are also additional needs for protein and some vitamins and minerals.

Fluid needs are also increased while breastfeeding – everyone's needs are different but on average an extra 700mL of fluid is recommended. This may be more or less depending on the number of feeds per day, and environmental factors such as heat.

Some mothers may also have extra dietary needs if their baby reacts to certain foods they are eating that goes through to breastmilk. In these situations, it best for your member to follow the advice from their maternal health nurse and cross check the Ingredients manual if they need to avoid certain foods.

KEY MESSAGES

1

In the early weeks post birth, weight loss should not be a priority and it's important for mothers to focus on themselves and their baby.

2

Breastfeeding members need to wait at least 6 weeks post birth before enrolling on the program to ensure healing and recovery as well as establishing a breastfeeding routine.

3

Breastfeeding mothers have additional nutritional requirements that are provided on the Jenny Craig menus through extra kilojoules and grocery serves.

NUTRITION SNACKS: BREASTFEEDING PART 2

When it comes to weight loss while breastfeeding, the Breastfeeding Association recommend a weight loss of up to half a kilogram per week as this is safe for breastfeeding mothers and the Jenny Craig breastfeeding menus have been designed to support this. Breastfeeding mothers will lose weight at different rates and it may be slower at times due to hormonal changes.

ASSIGNING BREASTFEEDING MENUS

When assigning a breastfeeding member their menu, make sure you refer to the kilojoule requirements for breastfeeding mothers section of the kilojoule level tables, or if you're using the PD computer ensure you tick breastfeeding, to find the right menu and additional grocery serves for your member.

The additional nutritional needs of a breastfeeding mother will depend on the age of the baby, whether the mother is fully breastfeeding, partially breastfeeding or using foods or formula to support her feeding and the number of feeds they are having each day.

SETTING MEMBER UP WITH REALISTIC EXPECTATIONS

It's important to set up breastfeeding members with realistic expectations. Start by explaining the increased needs while breastfeeding to help them understand the need for a higher kilojoule level.

Ensure they understand the recommendations of up to half a kilogram loss per week and understand they may experience a slower rate at times.

Many women may lack self-confidence or feel pressured to 'snap back' after their baby. This can be unrealistic and it's important for mothers to give themselves time, focus on their baby and not put too much pressure on themselves. Encourage self-compassion and that even if their weight loss is slow, they are still doing something for themselves and looking after their health.

EXTRA CONSIDERATIONS FOR BREASTFEEDING MEMBERS

When you have a breastfeeding member come to see you, before enrolling, ensure it has been at least 6 weeks since giving birth and check how they are going with healing and recovery. Also ask if they have any concerns with feeding or if there are any foods they are avoiding while feeding. Depending on how long it has been post birth these members will also need to check with their doctor regarding safe and suitable activity.

For your members who are breastfeeding, keep an eye out for and monitor their rate of weight loss, their hunger and energy levels and ask about any changes to milk supply or the baby eg. Have they started fussing while feeding?

If there are any concerns with any of these things, please call the dietitian line to discuss.

KEY MESSAGES

- 1 Weight loss expectations for breastfeeding mothers is up to half a kilogram per week but may be slower at times.
- 2 For breastfeeding members encourage realistic goals and self-compassion.
- 3 Call the dietitian line if there are any concerns over rate of weight loss, hunger, energy levels or milk supply.