Support breast with C shape if holding baby in a clutch or football hold, OR support breast with a U shape if holding baby in a cross cradle hold. Gently press your thumb into your breast to aim your nipple up towards baby’s nose. Support baby’s neck and shoulders (not back of head) so baby’s chin reaches forward and baby’s forehead extends back slightly. Bring baby’s chin (not nose) to touch your breast. When baby opens mouth WIDE, gently bring baby’s chest towards you.

Once baby is well latched and suckling: Baby’s forehead remains extended slightly back. Baby’s chin is pressed well into your breast. Baby should have more of the lower breast in his or her mouth. Continue to support baby at neck and shoulders with baby’s body close to yours. You may want to continue to support your breast to help maintain a deep latch.