Support Breastfeeding

It saves money.
- Saves on formula, bottles, utilities and medical bills.
- Reduces sick days used by working moms.

It’s good for Baby.
- Breastmilk is all the food your baby needs for the first six months of life.
- Breastmilk changes to meet your baby’s nutrition needs as he grows and develops.

It’s good for Mom.
- Mom is more likely to continue breastfeeding if you support her.
- Mom will get her pre-pregnant shape back faster.
- Mom will feel great that she is doing the best thing for her baby.

Breastfeeding is best for babies

Breastmilk
- Contains antibodies to help protect against infection and disease.
- Lowers the risk of illness such as diabetes, obesity, and certain cancers.
- Always is available in times of natural disaster or other emergencies.
When Mom’s home from the hospital

• Help or find help with cooking, cleaning, laundry, chores.
• Take Baby to Mom when Baby:
  o Turns head searching for breast.
  o Makes smacking sounds.
  o Sucks hand.
• Give no bottles or pacifiers.
• Limit visitors and visiting times.
• Prepare healthy meals for Mom.
• Give Mom a massage to help her relax.
• Tell Mom you are proud of her.
• Breastfeeding can be tough at first. Take Mom to get help if she needs it.

For help with breastfeeding, call a WIC breastfeeding counselor at your local clinic or hospital. Or call (800) 514-6667.

Bond with your baby

• Babies love skin-to-skin contact with their daddies.
• Sit • Talk • Read • Walk • Sing • Rock • Bathe • Diaper • Burp
• After four to six weeks of breastfeeding, Mom can pump her milk and you can feed it to your baby from a bottle.

Breastfeeding Facts!

Breastfeeding helps with brain growth.
• Improves vision.
• May increase IQ.

Breastfeeding helps Mom’s body recover.
• Helps shrink Mom’s uterus.
• Helps prevent hemorrhaging.
• Helps with weight loss.
• Reduces Mom’s risk for breast and ovarian cancer.

Breastfeeding protects the environment.
• Creates no trash.
• Uses no fuel or energy.

Helping during pregnancy, labor and delivery

• Mom should see a doctor as soon as she thinks she’s pregnant.
• Make sure Mom eats a healthy diet.
• Discuss breastfeeding. Mother’s milk is the best food for your baby.
• Attend birthing, breastfeeding and parenting classes with her.
• Protect your family from secondhand smoke. Don’t smoke near them.
• Be supportive. Mom may be tired, sleepy, or nauseated. Help her with housework.