



## 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.



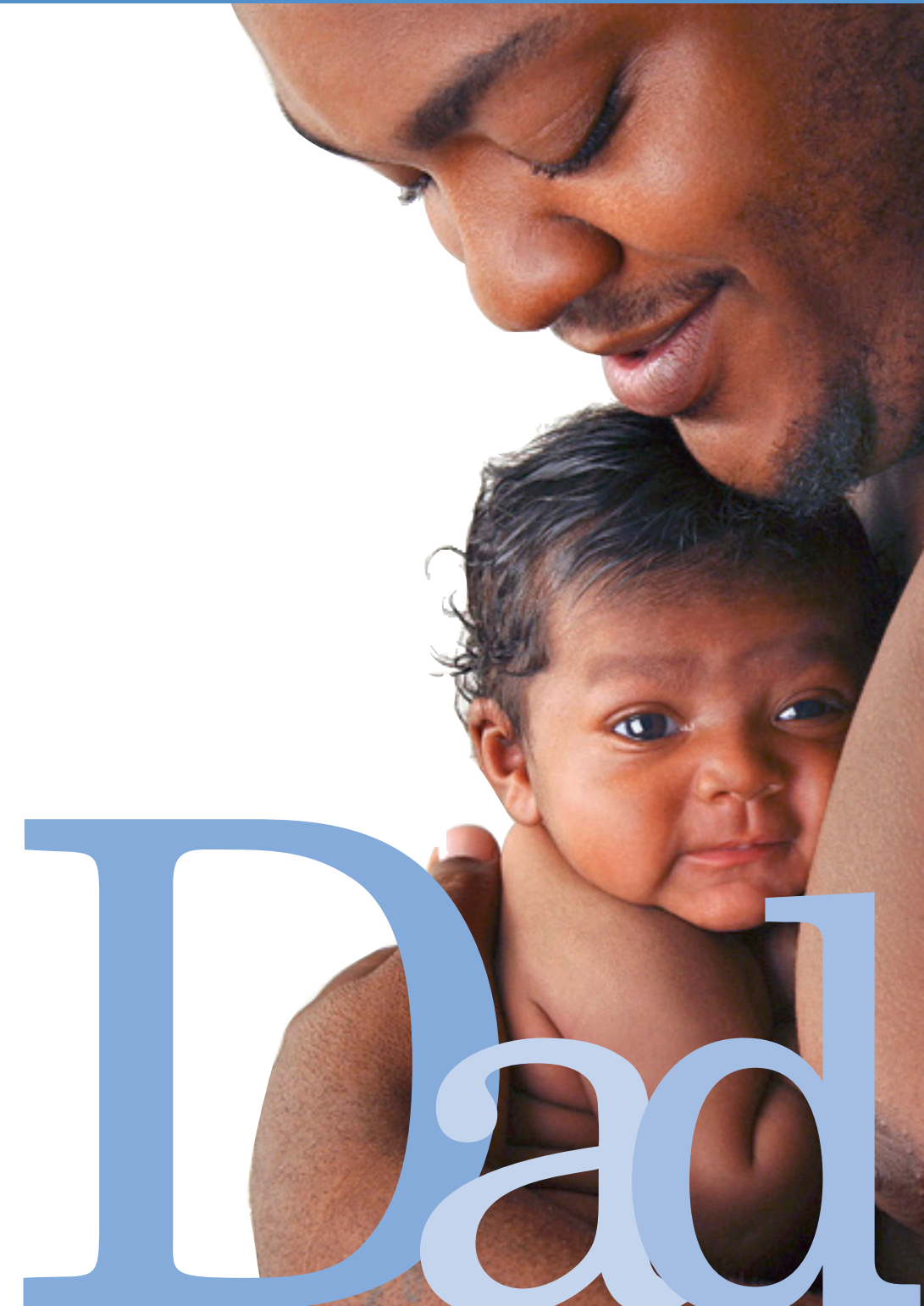
## Breastfeeding is best for babies

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.



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## 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.

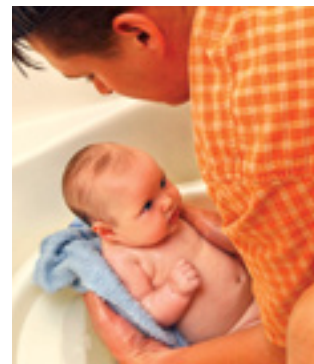
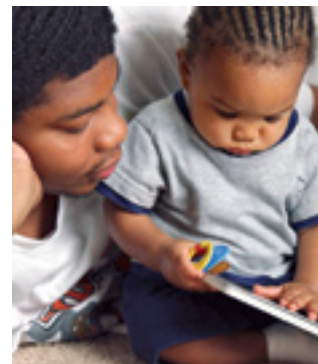
## When Mom's home from the hospital

- 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.