

WIC Dad radio spot, 59 seconds

Being a dad is new for me, it's kinda scary sometimes. I look at my son, his whole life ahead of him, and I just want to give him the best start I can. I wanna be a great dad, you know, do things right, and that's not always easy.

There's a lot to learn. I've been amazed at all the things a baby needs to grow healthy and strong. One surprise was learning how good breastmilk is for the baby.

It turns out, breastfeeding helps moms and babies bond. Breastmilk's natural ingredients help protect newborns against disease, and the breastfeeding's even helping my wife get back into shape. Now those are things I can support 100 percent. After all, it's the natural thing to do.

Breastmilk, 100 percent natural ingredients. To learn how you can support mom in giving your baby the best start, call 1-800-942-3678. Free breastfeeding support is available for WIC participants. Brought to you by the Texas Department of State Health Services. [music – fade out]