

## **Why do Moms Breastfeed radio spot, 59 seconds**

Let's let them tell us. The minute I start breastfeeding I know I'm starting to protect my baby from obesity and diabetes.

Each day I breastfeed, I can actually burn up to 600 calories.

After just a week of breastfeeding my baby will already be developing a stronger immune system.

After only a month, my chances of getting breast cancer start going down.

Every day a mom breastfeeds is one more day of better health for baby and for mom .

So whether mom breastfeeds for a month or a year, every ounce counts.

I like the part about burning 600 calories a day, because that means I can get my figure back.

Oh yeah, I'm breastfeeding for as long as I can [laughter].

Visit [breastmilkcounts.com](http://breastmilkcounts.com) or call 800-514-moms (6667) for more information about breastfeeding.

Texas law provides moms the right to breastfeed in public. This message brought to you by WIC and this station [music – fade out].