Your Baby. Your gift.

Give your baby the best start! Breastfeeding is good for both of you.

- Get back in shape faster.
- Improve your baby's health.
- Bond with your baby.
- Save money.

Breastfeeding has many health-related benefits to help you feel better sooner.

- It helps shrink your uterus to its pre-pregnancy size.
- It helps prevent excessive bleeding.
- It helps you lose weight quicker.
- Breastfeeding is one way to bond with your baby.
- Breastfeeding releases hormones that help you relax.

The All-Natural Ingredients in Breastmilk are good for your new baby.

- It's the best food for your baby's growth and development.
- It's all your baby needs for the first six months.
- It reduces chances of infection.
- It keeps the baby healthier, lowering chances of obesity, diabetes, and other diseases.

How does breastfeeding help save money?

- You won't have to purchase expensive formula.
- It reduces sick days for working moms.
- It can result in lower medical bills.

What kind of help is available if I have problems or questions about breastfeeding?

- Lactation consultants may be available at the hospital, so ask your doctor to refer you to one.
- Breastfeeding counselors are available through WIC, so call the office nearest you to get help.
- The back of this brochure lists telephone numbers you can call for simple breastfeeding questions.
- Breastfeeding can be challenging at first. Hang in there. Your efforts will result in a healthier child and a healthier you.

I have to go back to work soon after I have the baby!

A lot of mothers go back to work a couple of weeks after delivering or sooner. Start planning your breastfeeding strategy once you decide to breastfeed:

- Find a babysitter or day-care center near your job.
- Start talking to relatives, your babysitter or day-care center about your plans to breastfeed.
- Talk to friends, relatives, or coworkers who have breastfed to learn all you can before your baby is born.
- Talk to your baby's dad about your plans to breastfeed, so he understands how he can help.

Develop partnerships.

If you plan to breastfeed, you will need support from many different people. Start creating those partnerships early. Your partners should include:

- *WIC* — we can answer breastfeeding questions and provide you with a breast pump if you are returning to work.
- *Your employer* — if you plan to breastfeed, you will need a private place to pump or express your breastmilk.
- *Your mate* — your mate can help with the chores, bring the baby to you for feedings, protect you and the baby from noise and stress, and care for other children.
- *Your relatives* — you will need them to help with chores, cook, babysit once you go back to work, and be understanding of you and the baby's need for quiet time.
- *Your babysitter* — you will need your babysitter to understand your routine, know when to feed the baby, and be flexible with you so you can come by as needed to breastfeed your baby.

Raising a healthy baby is the most important thing in your life right now. Use all of your resources. A healthy baby is a happy baby.

Breastmilk. 100% natural ingredients.

For breastfeeding help and informaiton, please call your local WIC clinc or

African-American Breastfeeding Alliance
1 (877) 532-8535
Monday–Friday, 8:00 a.m.–5:00 p.m.
<www.aabaonline.com>

National Women's Health Information Center
1 (800) 994-9662
Monday–Friday, 8:00 a.m.–5:00 p.m.
<www.4woman.gov/breastfeeding/>

La Leche League
To find local breastfeeding counselors and support groups, call
1 (800) 519-7730
<www.lalecheleague.org>

BreastMilk
100% Natural Ingredients

Your Baby.
Your gift.

100% Natural Ingredients

BreastMilk. 100% natural ingredients.