

4. With loving support, breastfeeding is easier to learn.

While breastfeeding is natural, it is also natural to feel a little unsure of yourself at first. After all, you have never done this before. How do you know it will work for you? Relax. Almost any woman can breastfeed—no matter what your age, what kind of food you eat, how large or small your breasts, how confident or relaxed you feel in the beginning. Just remember to nurse often, avoid bottles and pacifiers and position baby so you are both comfortable. Sometimes it helps to ask questions, attend classes or read about breastfeeding. If you have any doubts or concerns about how breastfeeding is going, call for help. You will find breastfeeding can work, with a little loving support. ♥



Loving ♥ support
makes breastfeeding work
For information, call WIC

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encouragement



Give a
breastfeeding
mom
your
loving
support.



Loving ♥ support
makes breastfeeding work

Why breastfeeding is a special time for everyone.

Most people think of breastfeeding as something just between mother and baby. The truth is,



breastfeeding is a special time for everyone. Breastfeeding gives mom, dad, grandparents and the entire family a reason to be proud and become part of the new baby's life. Here's how.

1 Babies get the very best food for their health and happiness.

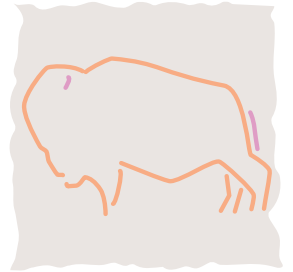
Just how good is breast milk? Research proves it, again and again. Breast milk helps the baby's brain grow and is easier to digest, causing fewer upset stomachs. Breastfed babies get sick less often. They have less tooth decay, fewer allergy problems, earaches and weight problems. In other words, breast milk is the perfect food for baby.

2 Moms can feel close to baby and bounce back faster from pregnancy.

Breastfeeding after your baby is born helps the womb return to normal faster. It also helps you burn calories and lose weight. Best of all, when you breastfeed, a special hormone helps you relax so you can feel close to your baby. Breastfeeding makes you feel proud that you are doing something so good for your baby and yourself.

3 Dads, grandparents and friends can provide loving support.

New mothers may need support with breastfeeding and help with child care and household chores. Dad and other family members need to know they are also important to the care of the new baby. They can cuddle, bathe, diaper, or feed the baby when Mom cannot be around.



Families need to show the breastfeeding mother how proud they are of her. This is a short, but very important, time in a baby's life. And with loving support, it can be a special time for everyone.

