

Human Milk is Best for Human Babies

- Your breastmilk will change to meet your baby's needs, making it the best possible food you can give your baby.



- Most artificial baby milk is made from cow's milk or soybeans and doesn't have the protective ingredients naturally found in human breastmilk.



The American Academy of Pediatrics recommends infants be breastfed for at least the first 12 months of life. Breastfeeding past 1 year of age should continue for as long as mother and infant desire.

Do you have questions about breastfeeding?

Please call your local WIC clinic or 1 (800) 514-6667.

We would be glad to visit with you and answer any questions or concerns you may have about breastfeeding. WIC wants you and your baby to be as healthy as can be.



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Mother's Milk:

*It's
more
than
just
food*



Breastfeeding is so much more than food for your baby. Your milk is designed to protect your baby from illness and help him grow normally. It's also loving and nurturing – the cornerstone of good parenting.

Your Milk is Like Medicine for Your Baby

- Your milk contains protective ingredients that decreases your baby's risk of infections, diarrhea, constipation, allergies, asthma, Sudden Infant Death Syndrome (SIDS), diabetes, and certain cancers.
- Artificial baby milk (infant formula) does not have these protective ingredients.
- Your milk changes to meet your baby's needs as he grows.

Breastfeeding Helps Your Baby Grow Normally

- Your baby needs your milk for normal brain growth and oral and facial development.
- Breastfeeding your baby will reduce his risk of becoming overweight or obese later in life.



Breastfeeding is Better for Your Health

- Breastfeeding will reduce your risk of developing breast and ovarian cancer.
- Breastfeeding releases a hormone that helps you feel calm and relaxed.
- It can help you lose weight faster.
- The physical and emotional closeness of breastfeeding creates a special time for you and your baby to bond.
- Ovulation and menstruation are delayed, reducing your risk of becoming pregnant again too soon.



Breastfeeding is Best for Your Family

- You don't have to buy baby bottles and may have fewer medical bills because your baby is more likely to be healthier.
- Your milk is always available, which is important in emergencies.

Breastfeeding is Convenient

- There are no bottles to sterilize, no artificial milk to mix and heat; your milk is always ready and at the right temperature.
- You have a free hand to read a book to another child.
- With practice, you can breastfeed anywhere.



Breastfeeding is Best for the Environment

- Breastmilk is a natural resource. It doesn't require water, energy, wasteful packaging, shipping, or storing.

Breastmilk is Best for Everyone

- Human breastmilk is collected and stored at milk banks around the world for sick and premature babies. Babies fed this milk have a much better chance of surviving and developing well.

Every parent wants what is best for their baby - and breastmilk is best for all babies.