

Your Baby. Your gift.

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.

Your Baby. Your g



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.

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 from simple breastfeeding questions.
- Breastfeeding can be challenging at first. Hang in there. Your efforts will result in a healthier child and a healthier you.

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 low medical bills.

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.

Breastmilk. 100% natural in

ift.

| have to go back to work soon after | 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 your 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*: you 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.



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For breastfeeding help and information,
please call your local WIC clinic or

NATIONAL WOMEN'S HEALTH INFORMATION
CENTER

1 (800) 994-9662

Monday-Friday, 8:00AM-5:00PM

<www.4women.gov/breastfeeding/>

LA LECHE LEAGUE

To find local breastfeeding
counselors and support groups, call

1 (800) 519-7730

<www.lalecheleague.org>

To find a WIC Program, contact:



STATE OF WISCONSIN

Department of Health Services

Division of Public Health

1 (800) 722-2295

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