



## Why Choose to Breastfeed?



Help, Understanding, Guidance for young families

## Predictable Bumps in the Road

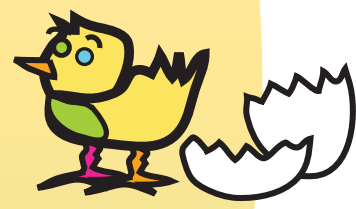


# Roadmap to Breastfeeding Success



## Prenatal

- Prepare for the joys of breastfeeding!
- Attend breastfeeding and childbirth classes
- Identify personal & professional support
- Consider medical issues that may impact breastfeeding
- View HUG video and *Why Choose to Breastfeed?*



## Birth

- Celebrate baby's arrival!
- Embrace your reasons to breastfeed
- Bring baby to breast in first hour & practice skin-to-skin
- Provide only breastmilk 8-10 times a day
- Watch for early signs of hunger
- Delay use of bottles, pacifiers & swaddling until breastfeeding is well established



Follow & click our **Mile Stones** for additional video content

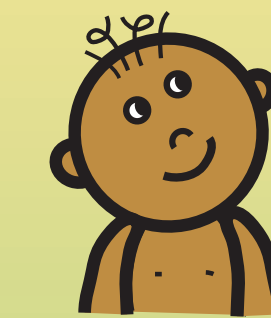


## Six Months

- Laugh & dance with baby!
- Latch carefully to avoid biting
- Take tired, bored or satisfied baby off breast
- Follow baby's interest in complementary foods (solids)

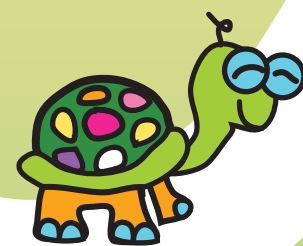
## Returning to Work

- Cuddle up when first home!
- Connect with working, breastfeeding mothers
- Learn your breastfeeding rights
- Fine tune your pumping plan



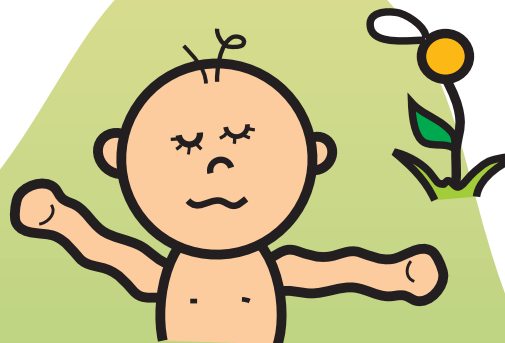
## Two Weeks

- Delight in your success so far!
- Anticipate temporary increased crying
- Practice calming techniques
- Anticipate a growth spurt



## One Month

- Savor moments of connection!
- Notice Active/Light & Still/Deep sleep
- Expect fewer stools as breast milk proteins change
- Anticipate that breasts may no longer feel "full" and "empty"



## Four Months

- Rejoice as baby learns!
- Anticipate distractibility during breastfeeding
- Notice baby's efforts to roll over
- Discontinue swaddling
- Delay complementary foods (solids) until 6 months
- Expect a new growth spurt
- Review *Bumps in the Road*

## Nine Months

- Enjoy baby's attachment to you!
- Watch for stranger anxiety
- Anticipate temporary sleep disruptions
- Consider nighttime comforting techniques
- Recall *Bumps in the Road*

