

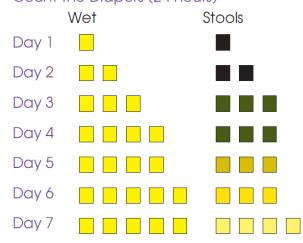
At the Hospital:

- Immediately after delivery spend quiet time with your baby skin-to-skin
- Instruct all staff that your baby is exclusively breastfeeding
- Place a "No Bottles" sign with your baby
- If you need any help-ask for help

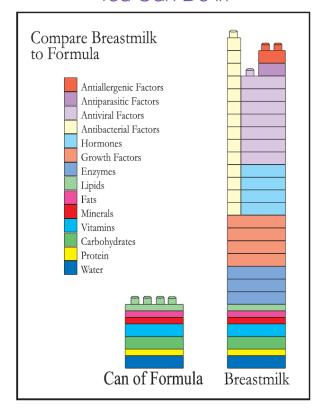
Breastfeed:

- Early, Often and Only
- Begin Breastfeeding as soon after delivery as possible. The first few days babies "cluster feed". Your baby may nurse often while awake and then sleep for several hours and then wake up and want to nurse again. This is normal.
- Breastfeed often in the first few weeks
 (10-12 times in 24 hours) and count wet
 and dirty diapers. The chart below
 shows the number and color of diapers
 for seven days. This count ensures that
 your baby is eating enough.

Count the Diapers (24 hours)



Babies are born to breastfeed You Can Do it!



"Formula doesn't "stack up" to Breastmilk"

Formula is missing critical ingredients necessary for your baby's good health and growth. Without these protective ingredients your baby will be prone to colds, ear infections, allergies, diabetes and obesity. Exclusive breastfeeding helps protect against these.

Be confident that you can do it. There is support available for you. Check our website for a Breastfeeding Friendly Pediatrician, take a class, read books, call our Helpline, go to WIC. It takes practice to do anything new. You can do it.

The Loving Support Breastfeeding Program is here to help you with any questions or concerns you might have. You can call 24 hours a day/7 days a week.

1-888-451-2499 • 951-358-7212 www.lovingsupport.org





