

Why Breastfeed?

Newborns Need Colostrum

The first milk made just after birth is known as colostrum. It's thick, yellow/orange in color and helps newborn digestive systems grow and function. Rich in nutrients and antibodies, colostrum protects baby from infections.

Mother's Milk Works Wonders

Colostrum changes to mature milk 3-4 days after birth. This thinner milk contains the same nutrients and antibodies. It also has fat, sugar, water and protein to nourish baby. The protection in mother's milk is unique and changes to meet baby's needs.

How Do You Say?

Term	Pronunciation
Colostrum (Liquid Gold)	(coh-LOSS-trum)
Necrotizing	(nek-roh-TEYE-zing)
Enterocolitis	(en-TUR-oh-coh-lyt-iss)
Oxytocin	(OKS-ee-TOH-suhn)

Did You Know This About Breastfeeding?

Saves Babies' Lives

Research shows that if 90% of families breastfed exclusively for six months, nearly 1,000 infant deaths could be prevented nationally.

Cuts Medical Expenses

The U.S. would save \$2 billion a year as fully breastfed infants usually need fewer sick care visits, prescriptions, and hospitalizations.

Keeps Moms on the Job

Mothers who breastfeed miss less work to care for sick infants than mothers who feed their infants formula. Employer medical costs are also lower.

Helps the Environment

Formula cans and bottles create trash and plastic waste. Your milk is a renewable resource that comes packaged and warmed.

Helps During Emergencies

Protects your baby from the risks of an unclean water supply and is available without any other supplies.



Breastfeeding

Gives Baby a Healthy Start in Life





Breastfeeding Lowers Health Risks

For Baby

- Asthma
- Childhood leukemia & obesity
- Ear infections
- Eczema (atopic dermatitis)
- Diarrhea and vomiting
- Lower respiratory infections
- Necrotizing enterocolitis, a disease that affects the digestive system in premature infants

- Sudden Infant Death Syndrome (SIDS)
- Type 2 diabetes



For Mom

- Type 2 diabetes
- Certain types of breast cancer
- Ovarian cancer
- Not healing following childbirth



Breastfeeding Offers Many Benefits

Saves Time

Breastfeeding may take a little more effort at first. But then there's nothing to buy, sterilize, fix or mix. Best of all, you can satisfy baby's hunger right away.

Is Free

Formula, bottles and nipples can cost \$1,500+ a year. Breastfed babies may also be sick less often, saving on doctor bills.

Can Be Easier on Baby's Tummy

Formula is made from cow's milk or soybeans, and it often takes time for tiny stomachs to adjust to it — especially premature babies.

Keeps Mom and Baby Close

Physical connection helps newborns feel more secure. The skin-to-skin contact also boosts moms' oxytocin levels. This hormone helps breastmilk flow and can calm the mother.



Learn More

bit.ly/breastfeeding_benefits

Commonly Asked Questions

Q Does my breastfed baby need more vitamin D?

A Sunlight provides vitamin D which builds strong bones. But it's hard to measure how much your baby gets and sun exposure can be bad. Your doctor may recommend vitamin D daily.

Q Don't some babies need formula?

A Very rarely babies can't tolerate milk of any kind. Or you may have a health condition that prevents breastfeeding and you don't have access to donor breast milk. Soy, lactose-free, dairy-free, hypoallergenic and hydrolyzed formula are available. *(Hydrolyzed means partially broken down to reduce risk of reactions like baby eczema.)*

Q Can breastfeeding help me lose weight?

A Many women said it helped them get back to their pre-pregnancy weight more quickly, but experts are still uncertain.

Q Does breastfeeding prevent pregnancy?

A Breastfeeding can delay normal ovulation and periods. But, it's not a sure way to prevent pregnancy. Talk to your doctor about birth control that's okay to use while breastfeeding.

Talk to your doctor before feeding baby anything but breast milk.

