

**Breastfeeding is the ultimate bonding experience between you and your baby. You will cherish it forever.**

Breastfeeding should be comfortable, enjoyable and fun. Like with anything new, getting started can sometimes be a little tough. To find out more about breastfeeding, select from the following topics:

**Benefits of breastfeeding for Mom**

- Gives you time to relax and get more rest.
- No bottles to prepare or wash.
- Takes the pregnancy pounds off faster.
- Saves up to \$2500 per year.
- No late night trips to the supermarket.
- Decreases risk of breast cancer.
- You can be proud. You are doing what's best

**Benefits of breastfeeding for your baby**

- Reduces risk of obesity.
- Builds immunities to fight infections.
- Enhances brain development & intelligence.
- Protection from allergies.
- Provides comfort and security.
- Reduces constipation and gas.
- Decreases number of ear infections.

**Common problems and solutions**

Common Problem	Solution
<b>Breastfeeding in public</b>	Ask if the store or mall has a nursing area. Drape a small blanket over your shoulder for more privacy. Make eye contact with people who stare.
<b>Discomfort in the first week</b>	Make sure your baby is latching on properly. Breastfeed often and on both sides. Take hot showers. Use cold compresses between feedings.
<b>Clogged milk ducts</b>	Massage sore area of breast. Take hot showers. Vary the position your baby feeds in.
<b>Sore or cracked nipples</b>	Express a drop of milk and massage into nipples after each feeding. Keep nipples dry between feedings. Make sure your baby is properly latching on. Apply ultra-pure lanolin developed for breastfeeding to nipples.
<b>Not producing enough milk</b>	Think of it as demand and supply. The more your baby nurses (demand), the more milk you will produce (supply). Breastfeed on both sides for as often and as long as your baby wants. Expressing milk can improve milk production.

**Storing expressed (pumped) breast milk**

There are many reasons why you may need to pump breast milk. Breast milk can be stored in the refrigerator or the freezer. The following chart may help you out:

Type	Condition	Life
Fresh	Room Temperature	4 hours
Thawed	Refrigerator	24 hours
Fresh	Refrigerator	5 days
Frozen	Freezer within refrigerator	2 weeks
Frozen	Freezer with separate door	2 months

### The "What comes in goes out" rule

A concern among many parents is to know that your baby is getting enough to eat? Breastfeeding makes it more difficult to know how much your baby is drinking, but it is easy to monitor it on the way out! This is called the "What comes in, goes out" rule:

If your baby is over 6 days old, you should be changing 5-7 wet diapers and 3-4 bowel movements in a 24 hour day.

### 10 tips to successful breastfeeding

1. Have at least one person who has successfully breastfed to call for support.
2. Eat a well-balanced diet.
3. Drink plenty of water.
4. Relax and enjoy the experience.
5. If you are having problems, don't be afraid to call your support person.
6. The first few days may be uncomfortable, but this is temporary.
7. Learn the different positions to breastfeed.
8. Before taking any medications, check with your healthcare provider and pharmacist.
9. Limit or avoid alcohol, caffeine or other toxins.
10. Don't listen to people who do not support breastfeeding. They are un-informed and you are smarter.