

Get Ready to Fall in Love



Your Baby is Almost Here!
Breastfeeding Support Through WIC



Soon you will be coming to the end of your pregnancy and meet your new baby. This is such an exciting time, but it can also be a little scary. I want you to know that **I am here to help you** after you have your baby.

Please call or text anytime:
920-765-4375

The 1-2-3's of Breastfeeding



1 Your baby's first feeding should be at the breast

[Learn more here.](#)

This first milk, called colostrum, is how you protect your baby from disease. You need to nurse your baby around every 1-3 hours. Watch for baby's hunger cues-don't watch the clock. In a couple of days (3-5), your milk will change to mature milk.

2 ALL feedings in the hospital should be at the breast.

You and your baby will spend the first few days getting to know each other. The baby's instinct to look for the breast and latch is the strongest in the first few days. Holding your baby skin to skin will comfort and warm the baby as well as encourage him to breastfeed often. The more often your baby feeds the sooner you will start to increase the amount of milk you have for baby.

3 No bottles, formula or pacifiers.

NO Bottles-You want your baby to feed often and learn to breastfeed. You will be more confident when you go home the more practice you and baby have. If you feel like baby needs a little extra or didn't have a good feed at the breast, use hand expression and feed your colostrum to your baby with a syringe or spoon.

NO Pacifiers-A newborn's sucking energy should be spent at the mother breast. Pacifiers can lower your milk supply and your baby may take longer to gain weight.

NO Formula- Does one bottle really matter? YES. Any new food introduced will decrease the protection breastfeeding gives your baby. If babies are exclusively breastfed, they develop a healthy gut. When formula is introduced, the number of bad bacteria in the gut increases, leaving them at risk for illness. One bottle of formula also means one less milk removal, in turn decreasing milk supply.

Planning for Your Delivery

Set yourself up for breastfeeding success starting on day one.

[Learn more here.](#)



Your feedback is what makes us better!
Let us know what you think of these newsletters on the [WIC app](#).



Public Health
Prevent. Promote. Protect.

You can't spoil your baby. It is normal for babies to want to be held a lot. This is a brand new world for them, and you are where they feel safe. Snuggle your baby and enjoy this time. Some moms find baby carriers to be helpful in keeping baby close.



These VIDEOS will help you feel ready and confident for baby's arrival!

Here is a video that will show you more about Skin to Skin and the easiest way to calm baby as the two of you get to know each other.

<https://coffective.com/learn-topic-2/?tab=fall-in-love>

Your hospital will encourage you to keep the baby in the room with you during your hospital stay. This video will show you why it is important.

<https://coffective.com/learn-topic-2/?tab=keep-baby-close>

Your baby will let you know when he is hungry. This video will help you understand baby's cues and learn your baby.

<https://coffective.com/learn-topic-2/?tab=learn-your-baby>

Three out of four moms choose to breastfeed. This video will give you some information to make breastfeeding more successful in the first few days.

<https://coffective.com/learn-topic-2/?tab=nourish>

Here is a video that will help you make that the baby gets plenty of breast milk from mom and protect your supply.

<https://coffective.com/learn-topic-2/?tab=protect>

Steps to get a good Latch

<https://wicbreastfeeding.fns.usda.gov/steps-and-signs-good-latch>



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