

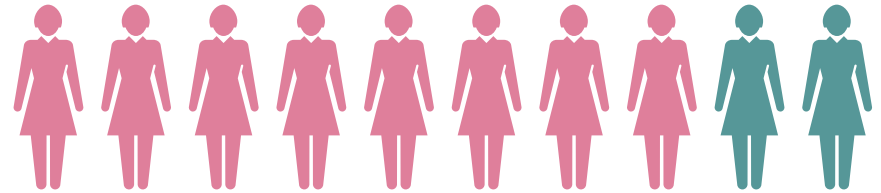


A
**MAN'S
GUIDE**
TO BREASTFEEDING
SUPPORT



Congratulations, you're a dad!

It's a big job with lots of rewards. Your top priorities are to make sure mom and baby stay happy and healthy. As you and your partner adjust to your new roles as parents, talk together often and listen for ways you can help.



Did you know 8 out of 10 moms breastfeed?

Every ounce counts!

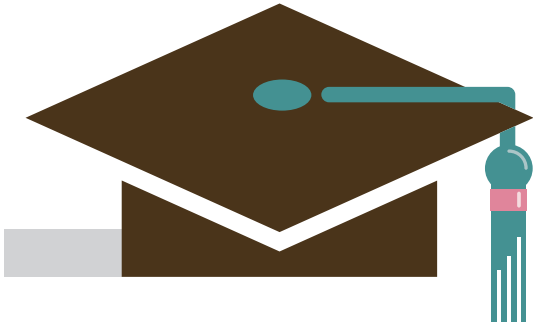
Breastfeeding can be a challenge, but every feeding gives baby important health benefits that can last a lifetime. Encourage mom to breastfeed as much as she can for as long as she can. The more she nurses, the more milk she will make.

The American Academy of Pediatrics recommends that moms:

- 1) Feed baby only breastmilk and no other foods for the first 6 months.
- 2) Feed baby breastmilk and solid foods after 6 months.
- 3) Breastfeed baby for 1 year or longer.

Mom's milk is powerful stuff.

It's best for baby and mom, and the benefits last a lifetime.



Studies show that children who breastfeed have higher IQs and do better in school.



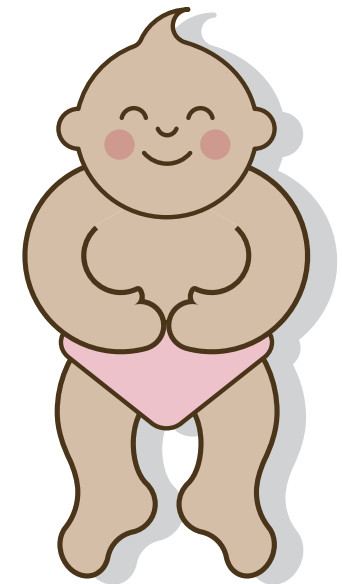
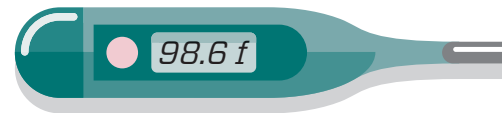
Breastfeeding saves money. Formula can cost more than \$1,500 a year.

Babies have a lower risk of infections, stomach problems, Sudden Infant Death Syndrome (SIDS), diabetes, obesity, heart disease, and childhood leukemia.



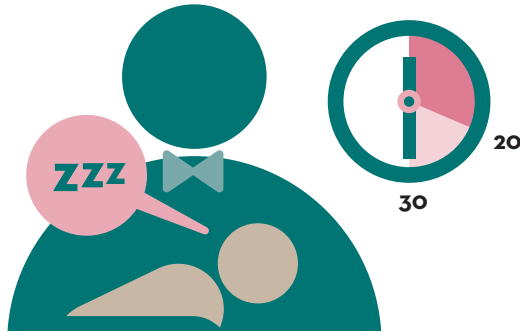
Mom is less likely to get heart disease, breast cancer, ovarian cancer, and diabetes.

Babies are healthier and get sick less often. Mom's milk has hundreds more ingredients than formula and protects your baby from illness.



Breastfeeding takes teamwork.

Your partner needs all the support you can give her.



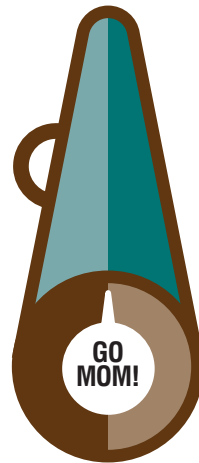
After mom nurses, burp baby and hold him for 20-30 minutes until he can be put down for a nap.

Mom is feeding baby, but who is making sure mom eats? Bring mom snacks and water while she nurses.



The handoff: while mom gets ready to nurse, bring baby over to her.

Take baby for a spin. Mom can use the time to rest.



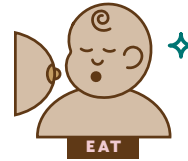
Cheer mom on! Let her know she is amazing and doing a good job.

Help calm baby when he's crying, especially at night. Babies love to be rocked and sung to by their dad.





What's normal?



- **Eat.** Newborns need to eat 8 to 12 times a day because their stomachs are very small and they are growing fast.



- **Sleep.** Newborns sleep only a few hours at a time, throughout the day and night. After 6 months, some babies can sleep up to 6 hours at night.



- **Cry.** Crying means something needs to change—it doesn't always mean your baby is hungry. If your baby is crying, but not showing signs that he is hungry, be patient and calm him by repeating motions and sounds. Try gentle rocking while repeating, “It’s ok, baby.” During the first few months, especially at night, many babies go through phases where they cry more often, even though they are well cared for and healthy. Hang in there!



- **Poop (and pee).** What goes in has to come out. Some babies have a dirty diaper after every feeding, especially in the first few weeks.



Skin-to-skin is for dads, too!

During skin-to-skin time, baby snuggles on your bare chest. This is great bonding time for dad and baby, and it gives mom a break.



Breastfeeding in public is protected by law.

Breastfeeding in public is 100% okay. Baby should eat whenever he gets hungry, no matter where he and mom may be. There are many clothing options that make nursing in public easier for mom, such as loose-fitting shirts, button-downs, or even tops made just for breastfeeding moms.

Want to know more?

Go to BreastmilkCounts.com for more information. If mom needs help now, let her know she can call the Texas Breastfeeding Support Hotline at 1 (855) 550-6667, or she can get support at her local WIC clinic.



WIC Welcomes Dads

Questions about supporting your partner with breastfeeding? WIC can help.

✦ **+ WIC Clients get** ✦

Help from breastfeeding experts
Breastfeeding classes and groups
Healthy food for families with children up to age 5

Start your application at **TexasWIC.org**.

Visit **BreastmilkCounts.com**
or call the Texas Lactation Support Hotline at 1-855-550-6667.



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