

*“What I like the very best about breastfeeding is when I am feeding and he looks up and smiles”*

*“The wonderful thing about breastfeeding is to see her grow because of what you are giving her. My husband likes it because he doesn’t have to get up and feed her or deal with the bottles.”*

*“To breastfeed a baby is the most wonderful experience a mother can have. That is because a baby is part of ourselves. When you nurse, you feel that is the best thing you can do for him.”*



*“Breastfeeding is a wonderful bonding for both mom and baby. It makes me feel good to know that as a mother I’m giving my baby the best that she deserves. It makes me feel loved as well.”*

*“I feel confident that the milk is from me. I wouldn’t give my baby anything else.”*

*“People say you bond, but when I was pregnant I thought ‘bonding–what does that mean?’ But now I know!”*

*“Not only is nursing the easiest and most convenient way, it’s also the healthiest thing for Jeremiah.”*

*“My baby and I have gotten so close through breastfeeding. We have a special type of bond now. Amanda is very healthy.”*

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**What Moms Say  
About Breastfeeding**



**Your Extended Family.**

## Give your baby the best start. Choose breastfeeding.

### Breast Milk Protects Your Baby's Health

Breast milk is a special food that supplies perfect nutrition for your baby. Each time you breastfeed you will also be helping your baby fight germs.

#### Breastfed babies have:

- Fewer ear infections
- Less diarrhea and less constipation
- Fewer illnesses like colds and flu

If breastfed babies do get sick, the illness is usually milder and doesn't last as long.

#### Breastfeeding helps protect against:

- Allergies
- Asthma
- Some childhood cancers
- Diabetes

### Breastfeeding Saves Money

Formula is expensive. If you decide not to breastfeed, WIC supplies some of the formula your baby will need. As your baby grows you will have to buy more formula than WIC supplies. You will also spend money on bottles, nipples, and other equipment.

### Breastfeeding Helps the Environment

Breastfeeding is natural and good for the environment. There is no waste; your formula cans and old bottles will add to our landfills.

### Breastfeeding is Good for You, Too!

- You will not need to wash bottles or heat formula. Your milk is naturally clean and warm.
- You won't need to stumble around in the dark to make your baby's bottle. Your milk is ready and warm.
- Breastfed babies are less likely to spit up than formula-fed babies. When they do, it does not stain like formula.
- Your uterus will return to its normal size faster when you breastfeed.
- Breastfeeding reduces the risk of some types of ovarian and breast cancer.
- Sitting down to breastfeed will help you rest and regain your strength after the pregnancy.

Breastfeeding hormones will help you relax and feel close to your baby. Breastfed babies smell sweeter and their diapers do not have an unpleasant odor. Remember, your baby will need breast milk or formula for the first year.

### Now is a good time to think about how you want to feed your baby.

### The choice is yours! Deciding How to Feed...

#### Why is breastfeeding the best choice?

- Your breast milk is always available when your baby wants it. Anywhere. Anytime.
- You can be sure your breast milk is pure, clean, and safe.
- Your breast milk changes to meet the needs of your growing baby. Formula stays the same.
- Babies need different amount of food. Breastfed babies get just the right amount.

Although formula provides the nutrition babies need to grow, it is important to know that breastfeeding gives your baby so much more.

### Breastfeeding is More than Just Food....

It is the beginning of a special relationship between you and your baby. When you breastfeed, you have a relationship with your baby that no one else can have.

*"It so soothing to her and calms her when she's upset—it's the bonding."*

*"I read a lot and heard it was better to breastfeed. I'm really glad I decided to breastfeed. At first it was hard, but he's so healthy it's really worth it. After the first week it got easy."*

*"What I'm producing makes him grow and it's the most amazing thing."*

