You May Have Concerns About:

Embarrassment
Be proud of your partner for breastfeeding your baby. She can cover her breast while she is breastfeeding. Buy her a nice blanket or a pretty breastfeeding blouse. Help her feel good about breastfeeding no matter where she is.

Discomfort
Breastfeeding is natural and healthy, but it takes time, practice and patience to breastfeed comfortably. Encourage your partner to talk to someone at WIC who can answer her questions and concerns about breastfeeding.

How Much and How Often Should the Baby be Breastfed?
Mom should breastfeed the baby about every 2 hours, or whenever the baby shows signs of hunger. The more she breastfeeds, the more breastmilk she makes. There’s no limit to how much breastmilk baby can have. Breastfeeding doesn’t spoil a baby.

Not Enough Time
Breastfeeding is convenient. Breastmilk is always the right temperature and ready to serve. A mother just has to relax and cuddle the baby. If there are other children in the house, father can help take care of them.

Going Back to Work or School
Your partner may have to go back to work or school soon after she has the baby, and may be afraid she can’t continue to breastfeed. Encourage her to talk to a WIC breastfeeding counselor about how to collect and store breastmilk. WIC staff may also be able to help her get a breast pump.
How Breastmilk is Made

1. The areola (the dark skin around the nipple) forms a target for the baby.

2. As the baby breastfeeds, breastmilk is made in the alveoli (the part that looks like clusters of grapes).

3. Breastmilk travels through the milk (lactiferous) ducts to the sinuses where it is stored.

4. The sinuses release the breastmilk, as the baby breastfeeds.

5. The more the baby breastfeeds, the more breastmilk the mother makes.

Breastfeeding is a Joint Decision Between Mothers and Fathers

Talk to each other about your questions and concerns.

Learn about breastfeeding. When you find out how good it is for your baby, you’ll probably decide it’s the right thing to do.

If you have questions, talk to a WIC breastfeeding counselor, your doctor, or a breastfeeding consultant for advice and answers.

Breastfed Babies are Best Fed

1. Breastmilk is the best food for your baby. It has the right amount and type of nutrients, and it’s easy for your baby to digest.

2. Breastfed babies have fewer colds, infections and allergies.

3. Breastmilk provides the best nutrition to help a baby’s brain develop.

4. Feeding your baby with breastmilk costs less than feeding with formula and is more convenient. It’s always the right temperature and ready for your baby.

5. Breastfeeding builds a close bond between mother, father, and baby.

6. Breastfeeding helps the mother relax.

Talk to Each Other About Breastfeeding

1. It’s important for both of you to feel good about breastfeeding.
   - Share your questions and concerns.

2. Mothers need encouragement and support.
   - Fathers can provide important emotional support for mothers who breastfeed their babies.

3. Encourage your partner to breastfeed so that your baby gets the best nutrition.
   - Your loving support makes breastfeeding work.