

START

As soon as you give birth, start breastfeeding. Then keep practicing.

- Hold your baby skin to skin and breastfeed within the first hour after birth, if possible.
- Maintain your milk supply. Ask others not to give your baby other fluids unless medically necessary.
- Plan to feed your baby 8 to 12 times in a 24-hour period.
- Contact the lactation consultant at the hospital or your local WIC clinic to get help with positioning your baby, finding a good latch, learning your baby's hunger signs, or whatever else you may need.
- Schedule follow-up visits with your baby's doctor, your WIC peer counselor, and WIC clinic.
- Take care of yourself—eat nutritious foods, and get rest when you can.



OVERCOME

You may experience challenges with breastfeeding. But eventually it gets easier.

- Know the signs for and how to manage common breastfeeding problems, including sore nipples, engorgement, milk supply issues, and infections.
- Be prepared for cluster feedings, growth spurts, nursing strikes, and other things your baby may go through.
- Reach out to WIC for its breastfeeding support services.
- Ask your friends and family to help you take care of your baby—and you! They can change diapers, give baths, do laundry, run errands, make dinner, and more.
- Find out how milk expression can be a solution for common challenges. Practice expressing milk using a breast pump or hand expression so you can provide breast milk for your baby when you are apart.
- Take breastfeeding day by day.

THRIVE

You're a breastfeeding pro!

- Celebrate the milestones.
- Congratulate yourself. You did it!
- Share your success with other moms. Find out about becoming a peer counselor.

For more resources, visit:
WICBreastfeeding.fns.usda.gov

