



FROM ONE
GENERATION
TO ANOTHER

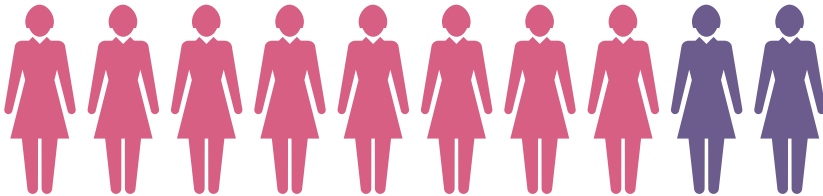
A Grandma's Guide to
Breastfeeding Support





Congratulations, you're a grandmother!

You've got one of the best jobs in the world. Help your new grandbaby have the best start by giving your daughter or daughter-in-law the support she needs to breastfeed.

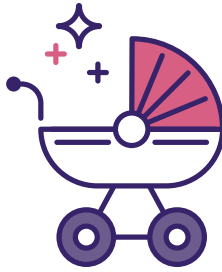


Did you know 8 out of 10 moms breastfeed?

Breastfeeding is better than formula.

Compared to formula, mom's milk has hundreds more ingredients that can protect baby from illness. Breastmilk also changes over time to meet the needs of your growing grandbaby.





Breastfeeding is great for babies.

Studies show that breastfed babies have higher IQs and a lower risk of diabetes, Sudden Infant Death Syndrome (SIDS), infections and illness, stomach problems, obesity, and even childhood leukemia.



Breastfeeding is great for moms.

Breastfeeding makes mom less likely to get breast and ovarian cancer, heart disease, and diabetes. It also helps her burn an extra 600 calories a day, so she can get back to feeling like herself again.

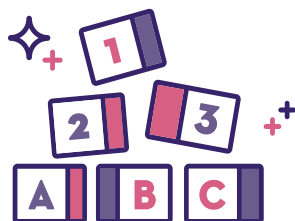




Every ounce counts!

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

If mom needs breastfeeding support, let her know she can call the Texas Breastfeeding Support Hotline at 1 (855) 550-6667, or her local WIC clinic.

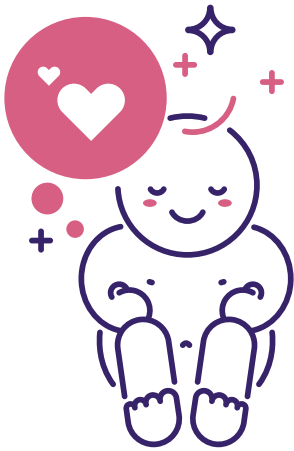


The American Academy of Pediatrics recommends that moms:

- 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.

Breastfeeding is

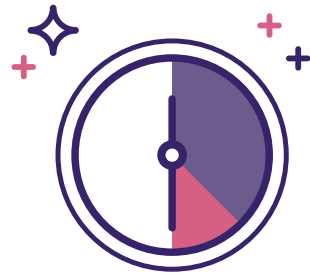
Mom needs your practical help, support,



Help calm baby when he's crying. He may need a diaper change, need to be cuddled or rocked, or he may be hungry.



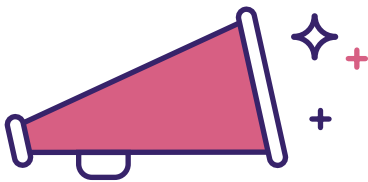
Help mom spot hunger cues, like baby licking his lips and sucking his tongue or hand.



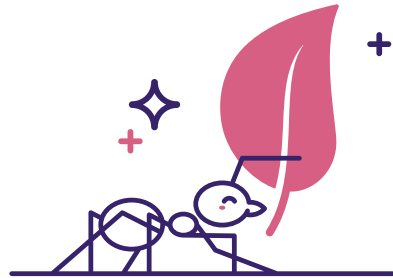
After he nurses, burp baby and hold him for 20-30 minutes until he can be put down for a nap. More grandma time!

a family affair.

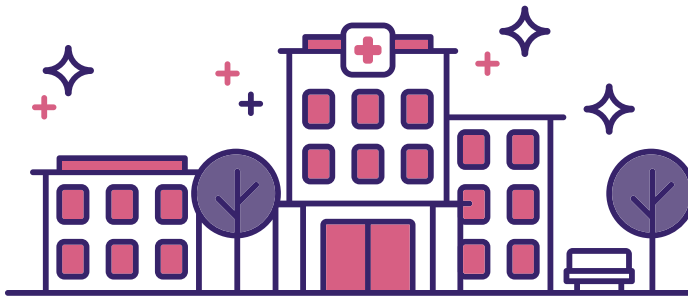
and encouragement after baby is born.



Breastfeeding can be challenging. Let mom know she's doing a great job and that it gets easier with time.



Offer to help by cooking meals, doing household chores, running errands, or caring for other children in the home.



Encourage mom to choose a hospital that supports breastfeeding. Look for one that offers skin-to-skin time, lactation consultants, and rooming-in. Let mom know she deserves a beautiful birthing experience!



Nothing beats breastfeeding. That's the truth.

Myth: If you had problems breastfeeding, your daughter probably will, too.

Truth: Every woman is different. Most moms make enough milk if they breastfeed every time the baby shows hunger cues. Moms who have had trouble in the past may be able to breastfeed successfully now.

Myth: Cereal will help baby sleep through the night.

Truth: Babies cannot digest cereal before 6 months – any earlier can cause tummy problems. It is normal for babies to nurse 8 to 12 times in 24 hours. Waking at night to nurse often also helps protect babies from Sudden Infant Death Syndrome (SIDS).

Myth: It won't matter if you use a bottle of formula sometimes.

Truth: Breastfeeding works by supply and demand, so the more baby nurses, the more milk mom makes. Encourage mom to feed baby only at the breast for 6 months, or for as long as she can.



The benefits of breastfeeding last a lifetime.

Visit BreastmilkCounts.com or call the Texas
Lactation Support Hotline at 1-855-550-6667.
Visit TexasWIC.org to learn more about WIC.



This institution is an equal opportunity provider.
© 2016 All rights reserved. Stock no. 13-06-11288