**NURTURE**

your baby

with your

**LOVE**, your

**WARMTH**,

your **MILK**.

# Babies were born to breastfeed.
# Give your baby the only thing she needs:
# *your breastmilk and nothing else.*

## Mom-tested tips for breastfeeding success:

- **Why not "do both"?**
  Formula just isn't the best choice for babies — every bottle of formula is one less time baby gets to breastfeed. Even if your baby got formula in the hospital, you can still build your milk supply by feeding your baby with breastmilk alone. And the more you breastfeed, the more milk you make!

- **Patience: with yourself and with baby**
  Even though breastfeeding is natural it may not come naturally - you have never done this before and neither has your baby! Breastfeeding is something that takes time to learn, but with every feeding it gets easier.

- **Lean on others when times get tough**
  Who knows how you feel better than another mother? Don't be afraid to call on your support network for help. Reach for the phone before reaching for the bottle. Call your mom, sister, or WIC Peer Counselor for support.

*"Breastfeeding gave me peace of mind knowing that I was doing the absolute best thing for my baby and forming an irreplaceable bond with her. No other way of feeding could do that."*
*- Roxanne, Breastfeeding Peer Counselor*

WIC
1-800-WIC-1007

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COMMONWEALTH OF MASSACHUSETTS DEPARTMENT OF PUBLIC HEALTH

**GOOD FOOD** *and*
**A WHOLE LOT MORE!**

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