

Breastfeeding is natural...

but it's not always easy

Birth Latch after delivery

First 12-24 hours

It is ok for babies to nuzzle, lick, and not latch well at first
Babies and moms are often sleepy, latching can be hard
Hang in there, it will happen
Breastfeed as often as possible, snuggling helps
If you are worried, ask for help

Next 24-36 hours (2-3 days)

Breastfeed every 2 hours, around the clock
Feedings usually take at least 20 minutes
Nap with the baby
Don't worry, the baby won't eat this often forever

After the first check-up at 2-3 days

Breastfeed every 2-3 hours
Nap with the baby as much as you can
Remember, the first 3-6 weeks are the most challenging.
It will get better

By 3-6 weeks

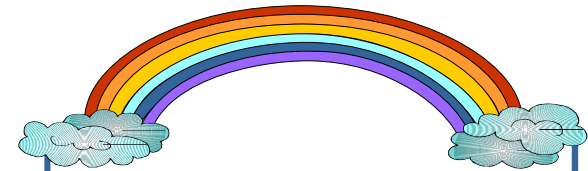
The feedings will be less often and not take as long
Your baby will be a breastfeeding whiz kid soon

By 6-12 weeks

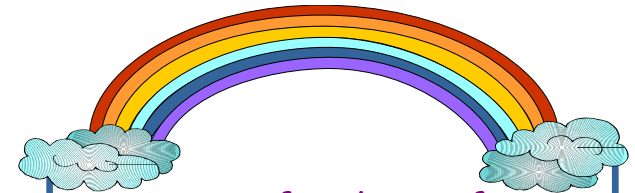
The feedings will be even less often and take even less time
Way to go, Mom!

♥ **Avoid bottles, water, formula and pacifiers
during the first 4-6 weeks**

♥ **Call if you have questions/problems
1-877-868-9473**



*Congratulations
Mom and Dad !*



*Breastfeed now for
all of your baby's
tomorrows*



*A mom who
breastfeeds does what no
one else can do for her
baby's future*