When breastfeeding is important to you...



Plan for Success

- Learn what to expect Know where to find support
 - Feel confident in your ability to breastfeed

Talk to your doctor about breastfeeding and ask for a copy of *My Breastfeeding Checklist* to start your plan today.

Knowledge + Support + Confidence = Success

* The American Academy of Pediatrics recommends exclusive breastfeeding for the first 6 months of life and breast milk plus complementary foods for at least 12 months and as long as mutually desired thereafter.





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Plan for Success

- Learn what to expect Know where to find support
 - Feel confident about breastfeeding

Talk to your baby's doctor about your breastfeeding goals.

The benefits of breastfeeding last for years.

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When breastfeeding is important to you, plan for success.

Ask for *My Breastfeeding Checklist* to make your plan. During pregnancy, talk with your doctor and attend a breastfeeding class. Learn the signs that breastfeeding is going well.

Knowledge + Support + Confidence = Success

You can rely on WIC to help you every step of the way.

Grand-deluxe food packages for breastfeeding moms · Peer Counselors Breastfeeding groups · Referrals · Breast pumps · Nutrition counseling





When breastfeeding is important to you, plan for success.

Connect with your WIC peer counselor and the breastfeeding expert at your doctor's office. Let your partner, family and friends know they can support you by offering comfort, encouragement and help with household chores.

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When breastfeeding is important to you, plan for success. Share your *Infant Feeding Plan* with your birth team. During the first weeks at home, breastfeed exclusively to build your milk supply. Call your doctor, your peer counselor or WIC right away if you need help.

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When breastfeeding is important to you, plan for success.

Exclusively breastfeed for the first 6 months and continue to breastfeed for at least a year. Learn to express milk for when you're away from your baby. Maintain your milk supply as you start feeding solids.

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