



FROM ONE GENERATION TO ANOTHER

A Grandma's Guide to
Breastfeeding Support

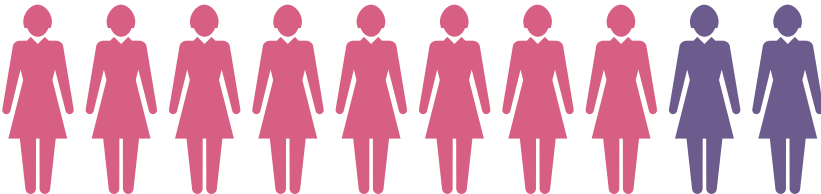






Congratulations, you're a grandmother!

You've got one of the best jobs in the world. Support from important family members, like you, can make a big difference in how long a mom breastfeeds.

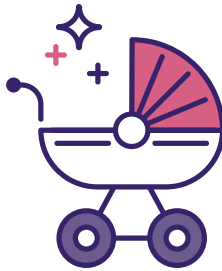


Did you know 8 out of 10 moms breastfeed?

Breastmilk has so much more.

Compared to formula, mom's milk has hundreds more ingredients that can protect your grandbaby 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 a lower risk of sudden infant death syndrome (SIDS), infections and illness, stomach problems, childhood obesity and even childhood leukemia.



Breastfeeding is great for moms.

Moms who breastfeed are less likely to get breast and ovarian cancer, heart disease and diabetes.



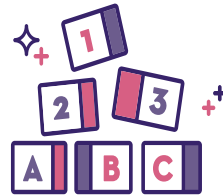


Every ounce counts!

Breastfeeding is not always easy and can take time for mom and baby to learn. For the first few weeks it's recommended to delay introducing the baby to a bottle until breastfeeding is going well and mom's breastmilk supply is established.

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

The hotline is answered by lactation consultants and is available 24/7 for all of mom's breastfeeding questions.

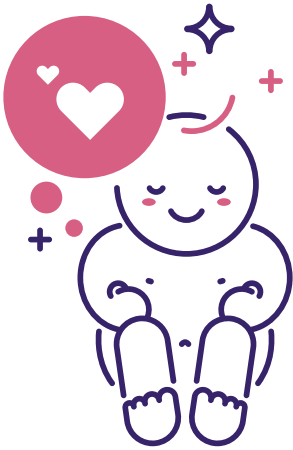


The American Academy of Pediatrics recommends that moms:

- 1) Feed only breastmilk and no other foods for about the first 6 months of baby's life.
- 2) Feed breastmilk and solid foods after baby is around 6 months.
- 3) Breastfeed baby for 2 years or longer.

Breastfeeding is

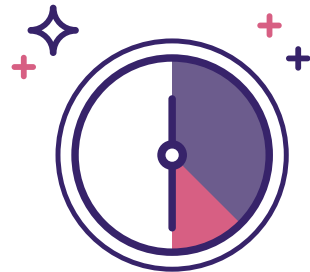
Mom needs your practical help, support,



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



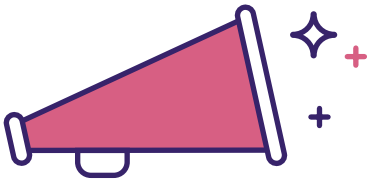
Help mom spot hunger cues, like baby licking his lips and sucking his tongue or hand.



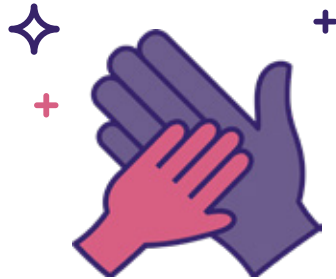
After he nurses, burp baby and hold him for 20-30 minutes until he can be put down for a nap. More grandma time!

a family affair.

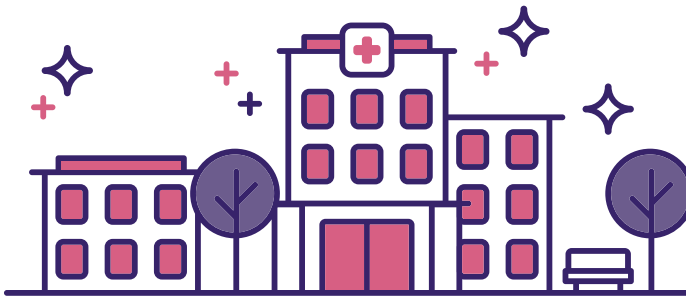
and encouragement after baby is born.



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



Offer to help cook meals, do household chores, run errands or spend time with your older grandchildren.



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.

Fact: Every woman is different and every baby is different. Most moms can 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: Formula or cereal will help baby sleep through the night.

Fact: Waking up at night is normal for babies. Babies normally eat 8 to 12 times in 24 hours. Waking up often can help protect babies from SIDS. Before 6 months of age, babies cannot easily digest cereal which can cause an upset stomach. Parents should not add infant cereal or foods to the bottle at any age unless directed by baby's health care provider. Adding infant cereal or foods to the bottle increases the baby's risk of choking, developing tooth decay and overfeeding.

BREASTFEEDING

is worth the effort.

WIC's expert breastfeeding support includes lactation consultants, peer counselors, breastfeeding classes and a statewide hotline. WIC clients get healthy food, too!



SCAN ME

WIC can help from pregnancy through age 5.

Apply online at [TexasWIC.org](https://www.TexasWIC.org)



The benefits of breastfeeding last a lifetime.

Visit [BreastmilkCounts.com](https://www.BreastmilkCounts.com) or call the Texas Lactation Support Hotline at 855-550-6667. Visit [TexasWIC.org](https://www.TexasWIC.org) to learn more about WIC.



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