



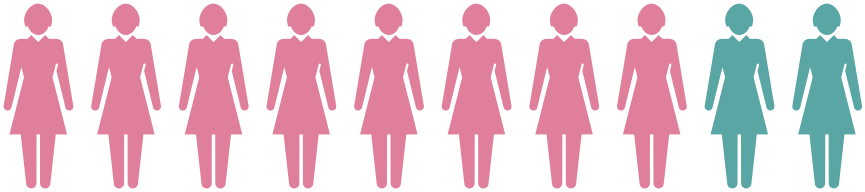
A
**MAN'S
GUIDE**
TO BREASTFEEDING
SUPPORT





Congratulations, you're a dad!

Becoming a dad is a big job, with lots of rewards and changes. Your top priorities are bonding with your sweet baby and ensuring mom is doing well. As you and your partner adjust to your new role as parents, talk to each other often and listen for ways you can help.



Did you know 8 out of 10 moms breastfeed?

Every ounce counts!

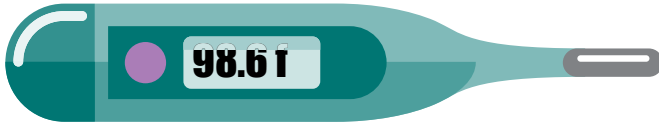
Breastfeeding can be challenging but every feeding gives your baby important health benefits that can last a lifetime. Encourage mom to breastfeed as much as she can for as long as possible. The more she nurses, the more milk she will make.

The American Academy of Pediatrics recommends that moms:

- 1) Feed your baby only breastmilk and no other foods for about the first 6 months.
- 2) Continue to feed your baby breastmilk and introduce solid foods around 6 months.
- 3) Breastfeed your baby for 2 years or longer, or as long as desired by mom and baby.

Mom's milk is

The benefits of breast



Breastfed babies usually get sick less often because breastmilk has ingredients that can protect your baby from illness.

Mom recovers from delivery faster.



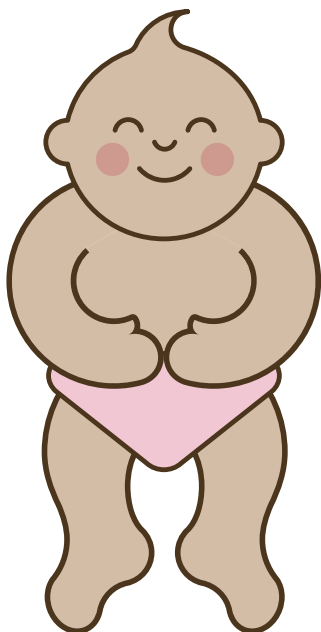
Mom is less likely to get heart disease, breast cancer, ovarian cancer and diabetes.

powerful stuff.

feeding can last a lifetime.

Breastfed babies are less likely to experience:

- Sudden infant death syndrome (SIDS)
 - Ear infections
- Stomach problems
- Childhood leukemia
- Childhood obesity
 - Diabetes
 - Asthma



Breastfeeding saves money.

FORMULA CAN COST
\$1500
OR MORE ANNUALLY

Breastfeeding

Your partner needs all the



After mom nurses,
burp your baby
and get some good
snuggle time.

Take your baby for a
spin. Mom can use the
time to rest.



Cheer mom on!
Let her know
she is amazing
and doing a
good job.

takes teamwork.

support you can give her.

Mom is feeding baby, but who is making sure mom eats? Bring mom snacks and water while she nurses.



The handoff: while mom gets ready to nurse, bring your baby over to her.



Help calm your baby when crying, especially at night. Babies love to be rocked and sung to by their dads.





What's normal?



- **Eat.** Newborns need to eat 8 to 12 times a day because their stomachs are tiny and they are growing fast.



- **Sleep.** Newborns sleep only a few hours at a time throughout the day and night. After six months, some babies can sleep up to six hours at night.



- **Cry.** Crying means something needs to change — it doesn't always mean your baby is hungry. If your baby is crying but not showing signs that they are hungry, be patient and calm him by repeating motions and sounds. Try gentle rocking. During the first few months, many babies go through phases where they cry more often, especially at night. This can be normal, but if you have concerns, be sure to talk to your baby's health care provider.



- **Poop (and pee).** Wet and dirty diapers can help you and mom know that baby is getting enough. After day 3, your baby should have at least six wet diapers in 24 hours. In the first few weeks, some babies will have a dirty diaper after every feeding.



Skin-to-skin is for dads, too!

During skin-to-skin time, baby snuggles on your bare chest. This is great bonding time and it gives mom a break.



Breastfeeding in public is protected by law.

Breastfeeding in public is 100% okay. Baby should eat whenever he gets hungry, no matter where he and mom may be. There are many clothing options that make nursing in public easier, such as loose-fitting shirts, button-downs, or even tops made just for breastfeeding moms.

Want to know more?

Go to **BreastmilkCounts.com** for more information. If mom needs help now, call the 24/7 Texas Lactation Support Hotline at 855-550-6667, or visit your local WIC clinic.



WIC Welcomes Dads

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)



Visit [BreastmilkCounts.com](https://www.BreastmilkCounts.com)

or call the Texas Lactation Support Hotline at 855-550-6667.



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