

Breastfeeding Tips for a Successful Start During the First Week

WIC Provides:

- In person breastfeeding support by trained lactation counselors and referrals to an International Board Certified Lactation Consultant (IBCLC) if needed.
- Weighted feeds.
- Hospital-grade breast pump loans.

Reasons to seek support:

- Help with latching.
- Pain with latching.
- Infant is born premature.
- Concerns about milk supply.
- Infant's weight.
- Simply for reassurance.

If you have pain or doubts, don't wait. Ask for help right away.

WIC can provide help by phone or text, virtually and in-person. Start by calling (805) 981-5251.

WIC is here for you!

Reach out and connect with WIC as soon as you have your baby.



Things you should know:

- It's normal for breastfed babies to nurse **frequently**: at least 10-12 times in 24 hours. This is healthy for baby and will help you make more milk.
- Spend lots of time with your baby **skin-to-skin**.
- **Avoid bottles & pacifiers. Risks of early use of bottle & pacifiers include difficulty and pain with latching and a decrease in milk supply.**
- Colostrum, the first milk, is all your baby needs in the first days of their life.

Benefits of breastfeeding/breastmilk include:

- Easy to digest.
- Protects baby from many viruses and illnesses.
- Decreases risk of Sudden Infant Death Syndrome.
- Every ounce counts! Even drops. The more breastmilk, the more benefits baby receives.



Mom and baby skin-to-skin



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