

# Breastfeeding, *the Baby Friendly Way*



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# *Best from the Start, Bond from the Heart*

**Breastfeeding is the most important gift you can give to your baby. Breastfeeding is recommended during the entire first year of a baby's life.**

## Tips for Breastfeeding Success

- **Breastfeed within the first hour.** Ask for your baby to be put skin-to-skin soon after birth.
- **Room in with your baby.** Keep your baby in your room throughout the day and night so you can get to know your baby's early signs of hunger.
- **Breastfeed on demand.** When your baby roots, makes sucking sounds, puts fist to mouth, or is starting to wake, this is your signal to feed your baby.
- **No bottles or pacifiers.** Bottles and pacifiers often interfere with breastfeeding and cause babies not to nurse frequently enough.
- **Breastfeed exclusively.** Providing only breast milk protects your milk supply and gives you and your baby time to learn how to breastfeed.

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