

TEXT MESSAGE PROJECT - **Bfed**

PRENATAL

Week 12- There are 200+ important things in breastmilk that are not in ANY formula. These things keep your baby strong, healthy and smart!

Week 14- Your body starts making milk at about 3 months in your pregnancy-- you already have milk for your baby! This first milk is called colostrum.

Week 16- Women with all different types of breasts and nipples can breastfeed. If you have questions about your body, ask to see a WIC Lactation Consultant.

Week 18- Breastfeeding is NORMAL and you and your baby can do it. Some mothers need help learning to breastfeed, but then it is SO much easier than bottle feeding!

Week 20- Breastmilk has lots of amazing germ fighting cells that protect baby from many different kinds of illness and infections. Breastfed babies are just healthier!

Week 22- Because breastfed babies are healthier, parents spend MUCH less money on doctor visits and medications, and don't have to miss as much work caring for a sick baby.

Week 24- Breastmilk is always the right temperature and you never need to worry about bringing enough with you, or not having enough in case of an emergency.

Week 26- Breastfeeding will save your family so much money! There are no bottles or formula to buy, no extra medical costs because baby is sicker, and much more!

Week 27- Breastmilk has special components that help your baby's brain grow normally and aren't in ANY formula. Breastfed babies do better in school and have higher IQs.

Week 28- Because the flavor of breastmilk is constantly changing due to mom's diet, breastfed babies are less likely to be picky eaters as kids!

Week 29- Babies who are breastfed are at MUCH less risk of Sudden Infant Death Syndrome (SIDS). Breastfeeding your baby can help keep them safe and healthy.

Week 30- Breastmilk is easy for babies to digest, which means less spitting up, gas, diarrhea, and other tummy troubles than formula.

Week 31- Breastfeeding reduces the risk of your child becoming obese (being fat). Children who are overweight can have serious health problems throughout their lives.

Week 32- Babies suck on pacifiers and bottles very differently than they feed from the breast. Try to wait until breastfeeding is going very well to introduce them.

Week 33- Mothers of premature infants have breastmilk that is especially for preemies. Breastmilk helps preemies grow and protects them from dangerous infections.

Week 34- Breastfeeding moms lose weight faster after baby is born. Breastfeeding burns an average of 500 calories a day!

Week 35- Breastfeeding is instinctual! Many of baby's reflexes help them get to the breast. Sometimes babies need a bit of help, but all babies WANT to breastfeed.

Week 36- When your baby is born their tummy only holds about 1 teaspoon of milk - the same amount of colostrum you are making now. You and baby are a perfect match!

Your baby will be here soon! Do you have any last minute breastfeeding concerns or questions? Text or call me anytime—I am here to support you!

Week 37- (2 texts) If you need help with breastfeeding in the hospital, ask to speak with the Lactation Consultant. They are there to help make sure you are off to a good start. Be sure to tell everyone in the hospital that your baby will ONLY be receiving breastmilk and you don't want them to give baby formula without your permission.

You have definitely made the right choice in deciding to breastfeed your baby. We have a team of people to support you so please let me know if you need help!

Week 38- (2 texts) Many moms report that the second night of their baby's life they are VERY fussy. Many babies calm down being skin to skin- -take off everything but their diaper and put them on your naked chest and lay back a bit. You can also try nursing, rocking or swaddling to calm baby. Baby is still adjusting to the world!

Week 39- Breastmilk naturally helps baby relax and sleep, and help mom and baby bond. Many moms feel so close to their babies when breastfeeding.

Week 40- Babies that are breastfeed get fewer cavities and their jaws form more normally, which means less money on dental bills and braces!

POSTPARTUM

Week 1- (2 texts) You may notice your breasts filling with milk and becoming firm. Feeding your baby 9 or more times in 24 hours will empty your breasts and help you feel better. You can tell your baby is getting enough breastmilk by the number of dirty diapers. They should have at least 5 wet and 4 poopy diapers a day by 5 days old.

Your baby will show you that they are hungry by starting to move, licking their lips, opening their mouth, or sucking on their hand. Crying is the LAST sign.

Week 2- It is important to breastfeed AT LEAST 8-12 times in 24 hours for the first few weeks. You can't breastfeed too much, but you can breastfeed too little.

(2 texts) How much your baby takes from your breasts determines how much milk you make. If baby is having trouble nursing, you need to be pumping to protect your milk supply. Make an appointment with WIC right away to get a pump and speak with a Peer Counselor or Lactation Consultant for help.

Week 3- (2 texts) Your baby may have a day or two where baby eats all the time—much more than usual. This is probably a growth spurt, so keep breastfeeding baby as often as they want to feed. Your body will respond and make more milk shortly. Your baby is growing so well because of your wonderful milk!

Breasts sometimes feel a bit softer when baby is about 3 weeks. When a baby is breastfeeding well, it is often just your body adjusting to baby's needs.

Week 4- Breastfeeding should not hurt! If it is hurting, make an appointment with your WIC Peer Counselor or Lactation Consultant right away for help!

Thinking about birth control? Most are OK while breastfeeding, but hormonal methods sometimes affect milk supply. Ask your Peer Counselor for more information.

Week 5- It is normal for baby to wake up several times at night to be breastfed. This keeps baby safe and healthy. Many sleep for longer periods at about 8 weeks old.

Did you know that if baby is given a bottle to skip a breastfeeding it can reduce your milk supply? If you go out and have to miss a feeding, be sure to pump.

Week 6- If you need to go back to work or school soon, WIC can loan you a pump so you can pump milk for baby. By law, your employer has to let you pump milk at work.

It is normal for your baby to want to be held all the time. Many moms find a sling or carrier helpful to keep baby close and still get things done around the house.

Week 7- Babies cry for lots of reasons other than hunger. Try going into a dark, quiet room, placing baby skin to skin, rocking or swaddling baby when they are upset.

It is normal to feel exhausted after having a baby. But if you always feel sad or mad, talk to your doctor. They can help you feel like yourself again.

Week 8- Many medicines are OK to take when you are breastfeeding. Talk to your doctor or Lactation Consultant if you have questions about medications and breastfeeding.

Breastfeeding moms don't have to eat a special diet, or *not* eat certain foods. It is always important to eat healthfully, but your regular diet is fine!

Week 9- Did you know there are foods that can help increase your milk supply? Oats, barley, dark leafy greens and more can provide good nutrition and may help supply.

Note: Spanish translation version- substitute "atole" for the word "more"

It is important to wait until at least 6 months to feed ANY food other than breastmilk. Babies have more medical problems when fed other foods under 6 mos old.

Week 10- Did you know the law states you can breastfeed your baby anywhere in public? You can practice in front of a mirror to make sure you feel comfortable.

The American Academy of Pediatrics recommends that all babies are breastfed for AT LEAST one year, the World Health Organization recommends AT LEAST two years. Breastfeeding helps protect babies and toddlers from getting sick and provides many important benefits, even after they start eating solid foods.