



Don't Worry

Nature's Got You Covered

When the magic day comes, Mother Nature will do most of the work for you. Follow these simple tips to help you and your baby get off to a great start!

Build Your Team



Ask for Help

Surround yourself with support to help you reach your goals.

- your champion (a key person like the baby's father, grandmother, or friend)
- community resources
- WIC, home visiting programs, and quiet time

Get Ready



Don't Rush Baby

In a normal pregnancy, it's safest to let labor begin on its own so:

- baby's brain has time to grow
- you're less likely to need a C-section
- you and baby have a lower risk of any health issues

Fall In Love



Skin to Skin

Place your baby on your chest, skin to skin, after birth to:

- help you bond with baby
- keep baby warm & calm
- help baby learn to breastfeed (thanks to Mother Nature!)

Keep Baby Close



Keep Baby in Room

Keep the baby in your room at the hospital to:

- teach baby you're mom
- allow baby to feed when ready, and more often
- help you learn when your baby wants to feed

Learn Your Baby



Feed Baby on Cue

Watch for signs that baby wants to feed to:

- help baby feel settled and content
- make breastfeeding easier
- help your body make breast milk quicker

Nourish



Latch Baby Well

Your nurse will help you find a good latch so:

- you make plenty of milk for baby
- baby gets milk more easily
- breastfeeding is comfortable for you and your baby

Protect Breastfeeding



Born to Breastfeed

Good for Babies:

- Fewer ear infections
- Less likely to become obese
- Less likely to die from Sudden Infant Death Syndrome (SIDS)

Good for Moms:

- Less likely to get breast cancer
- Less likely to have heart disease

Get Prepared with the FREE Mobile App

Coffective's free mobile app will help you learn what to expect at the hospital with:

- Hundreds of photos to show you what to do
- Easy steps to help you prepare
- Things to consider when building your team

