

Build Your Team

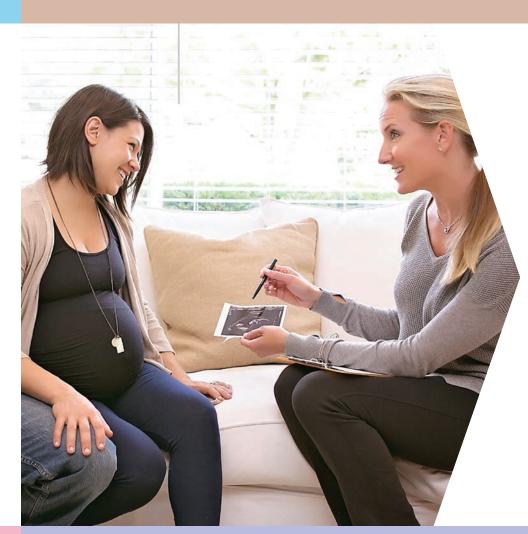


Ask for Help

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



Get Prepared with the FREE Mobile App



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



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

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







