



Breastfeeding.

You're part of the picture too.

Breastfeeding is not just about mum and baby, you're part of the picture too. It can be challenging, especially at first, and a little extra help and support from aiga and friends can make life much easier for mum. Breastfeeding is the healthy choice for both mum and baby, and having support can help mum stick with it.

Breastfeeding is the healthy choice because:

For Baby:

- Breastfed babies are less likely to have tummy upsets, respiratory infections and ear infections – or if they do get these illnesses, they may be less serious.
- Breastfeeding reduces the risk of Sudden Infant Death Syndrome (Cot Death).
- It helps baby's growth and development, both physical and emotional.
- Breast milk provides the best nutrition.
- It helps reduce the risk of obesity, diabetes and heart disease later in life.

For Mum:

- Breastfeeding reduces the risk of breast cancer.
- It may reduce the risk of ovarian cancer, osteoporosis and hip fractures.
- Breastfeeding can also help you lose weight gained during pregnancy.
- Breast milk is always available and it's free!



Breastfeeding

For help and information please call

0800 611 116

or visit www.breastfeeding.org.nz

**Feeding
our
Futures** 