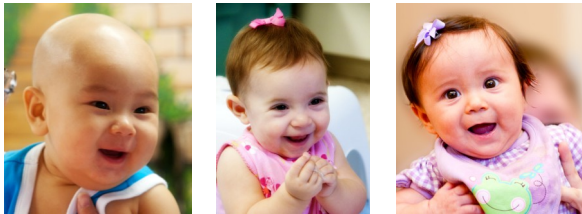




Reasons to Breastfeed My Baby

- ♥ I want to give my baby the best start in life.
- ♥ I want my baby to have the best nutrition possible.
- ♥ I want to protect my baby from illness now and later in life.
- ♥ I want to protect my baby from obesity.
- ♥ I want my baby to be smarter.
- ♥ I want my baby to feel loved and connected.
- ♥ I want to lose my pregnancy weight.



Free Groups for Breastfeeding Moms in Sarasota County

BrEaST Beginings at Temple Sinai

Fridays 11:15 AM to 12:15 PM
4631 S Lockwood Ridge, Sarasota
Call Jeanie at 941-266-4156

Mommy Happy Hour for WIC clients only— Sarasota

1st & 3rd Tuesdays, 1PM on, drop-in
3rd Thursday 6PM to 7PM, drop-in
Sarasota Health Dept., Room 201
2200 Ringling Blvd., Sarasota
Jeesica 806-7505
Decyre 408-6102 (Spanish speaking)

Mommy Happy Hour for WIC clients only — Venice

2nd & 4th Tuesdays 12.30 to 4 PM, drop-in
Selby Room, WIC office
7810 S. Tamiami Trail, Venice FL 34293
Susanne 941-685-3324

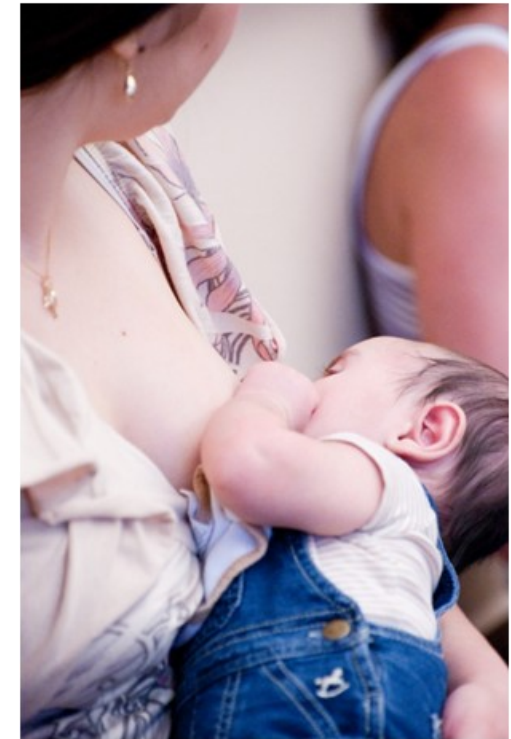
Suncoast La Leche League

Every 2nd Thursday 10 AM
2923 Ashton Rd (one block east of Swift)
Julia 941-918-1767; Jessica 941-866-0295;
Tanya 941-962-4068; Kati 941-343-2620;
Christine 941-374-3870; Debbie 941-922-2449

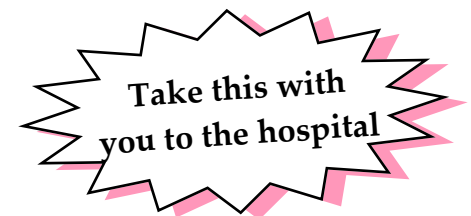
Suncoast La Leche League - North Port

Every 4th Monday 10 AM except December
Call for directions: Sarah 941-587-9402;
Julia 941-918-1767; Tiffany 941-626-0653

Revised 1-13-11



Take Along Tips for Breastfeeding Success



You, WIC and Healthy Start



Working together to do the very best for you and your baby

To Do Now:

_____ Apply for WIC. For more information call 861-2929 (Sarasota) or 861-3336 (Venice). Find out who your peer counselor will be and write down her name and phone number.

_____ When you become a WIC Client, register for breastfeeding support groups. If you are not in WIC, call Healthy Start for breastfeeding classes or help - 861-2905. Natalia - Spanish, Jeanie - English

_____ After delivery, while still in the hospital, call your WIC Peer Counselor or your Healthy Start Breastfeeding Counselor to receive personal assistance and follow up with breastfeeding.

Tips for Breastfeeding Success

- Feed baby on demand. Let baby tell you when s/he's hungry.
- Watch for early feeding cues: head moving, eyelids fluttering, sucking sounds or rooting. Crying is a late cue, meaning baby's really hungry.
- Tickle baby's lips with nipple and wait to get a wide open mouth for a good latch.
- If there is pain, break the suction gently with your finger, and re-try the latch.
- Keep baby snuggled tummy to tummy, skin to skin, while nursing.
- If baby falls asleep at the breast or suck is inconsistent, press the breast gently to increase the flow to the baby, or tickle baby's feet.
- Avoid formula. It can decrease your milk supply and cause baby's indigestion
- Pump and empty your breast for any missed feedings. If you can't get the baby to the breast, it is important to pump as often as you would feed.
- For the first 4 to 6 weeks avoid bottles. They can interfere with breastfeeding.

You Can Do It!

*You can breastfeed, we can help.
You're Not Alone.*

Early help can turn a challenge into a joy. Don't delay in calling your WIC Peer Counselor or your Healthy Start Breastfeeding Counselor for help if:

- Breast or nipples are sore
- nipples are cracked
- baby is not latching correctly
- milk supply is a concern
- baby is fussy
- You think baby is not getting enough
- you feel like giving up

Your WIC Peer Counselor

Name _____
Phone # _____

Your Healthy Start Breastfeeding Counselor

Name _____
Phone # _____

Your Healthy Start Care Coordinator

Name _____
Phone # _____



WIC: (941) 861-2929
WIC is an equal opportunity provider.

