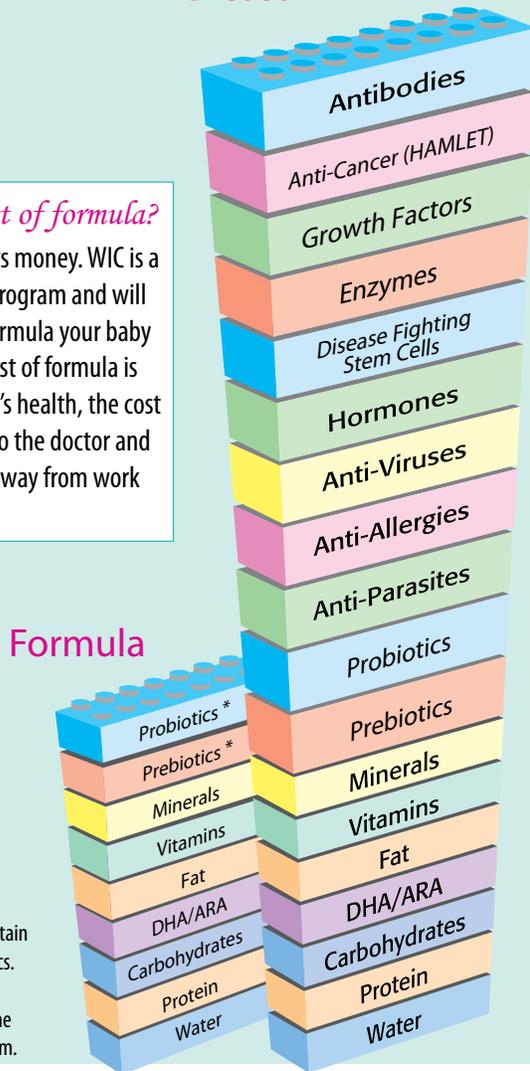


Breastfeeding IS IMPORTANT

Breast milk is the perfect food, with more of the good things babies need.

Breast Milk



What is the cost of formula?

Formula feeding costs money. WIC is a supplemental food program and will not provide all the formula your baby will need. The real cost of formula is the cost to your baby's health, the cost of taking your baby to the doctor and the time you spend away from work with a sick child.

*Not all formulas contain probiotics or prebiotics.

Graphic developed by the California WIC Program.

AMERICAN ACADEMY OF PEDIATRICS RECOMMENDS:

- Babies should be provided only breast milk until 6 months of life and continue breastfeeding with appropriate solid foods until 1 year of age or longer.
- Babies should be put skin-to-skin with their mothers immediately after birth, which will help get breastfeeding off to a good start.

EVERY OUNCE COUNTS!

Breastfed babies have less risks of:

- Constipation, diarrhea, colic and spitting up
- Asthma, allergy and eczema
- Ear infections, cold and pneumonia
- SIDS (Sudden Infant Death Syndrome)
- Obesity and diabetes
- Childhood cancers

Moms who breastfeed:

- Lose pregnancy weight faster
- Have increased protection from cancer and diabetes
- Save money; formula costs over \$1,500 per year
- Have reduced risk of postpartum depression
- Heal faster after delivery
- Save time not having to prepare formula or clean bottles

Q & A

Q: Why does WIC provide formula?

A: WIC recommends that babies be breastfed, but can provide formula if needed. WIC knows breast milk is the best food for babies and will help you meet your breastfeeding goals. Mom and babies who are breastfeeding get more foods from WIC each month.

Q: If I breastfeed and give formula, won't my baby get the best of both?

A: Breast milk has more ingredients to help your baby be healthy and strong (see graphic to compare). Formula offers no immune protection to babies to prevent them from getting sick. Also, adding formula to your baby's diet will mean less breastfeeding, which will reduce your milk supply.

Q: Why did the hospital send me home with formula?

A: Formula companies market their formula by giving free samples to encourage women to use their product. Tell the hospital you are breastfeeding and that you don't want any formula.

health.mo.gov/wic

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Designed by Missouri WIC