

# HELP YOUR CLIENTS SAVE MONEY FOR 12 MONTHS

## *Encourage Breastfeeding!*

### AMAZING FACTS

#### Did You Know.....?

1. Infant formula was originally invented for rare circumstances and orphans, and then manufacturers decided to market it to ALL women.
2. The cost to fully formula feed one infant is more than \$1000.
3. Breast milk is the only milk needed for the first 12 months of life.
4. A mother's milk contains the proper amounts of nutrients for baby even if mother's diet isn't perfect.
5. Infant formulas do not contain antibodies found in breast milk that protect baby's health.
6. A woman's body will automatically make more milk when baby drinks more during growth spurts.
7. A mother can make enough breast milk even if she has twins.
8. Even with smoking mothers, babies that are breastfed are healthier than babies that are formula fed (\*10 or fewer cigarettes per day).
9. Although giving baby breast milk only is healthiest and most cost-effective, partial breastfeeding is better than no breastfeeding.
10. Breastfeeding saves everyone money, including taxpayers, because of reduced utilization of health care services due to healthier babies.
11. Breastfeeding is much easier if mother is supported by her family and her community.

**12. Clients will be more self-sufficient when they are not dependent on canned milk for 12 months.**

***Refer your clients to WIC for more information on infant feeding options.***

