Breastfeeding is a beautiful experience, but it’s not always easy. A little planning can help you start smoothly and continue breastfeeding for longer.

Help yourself get off to a good start:
- Get a breast check by your healthcare professional so you’ll know of any adjustments necessary.
- Make a long-term breastfeeding goal to help you stay on track.
- Create a feeding plan before your baby arrives to think about the kind of support you might need.

If you want to learn more about benefits of breast milk, even if you’re not able to breastfeed, ask your healthcare professional about milk banks and for advice on beginning and continuing to breastfeed.

Laying the best foundation for a healthy start in life.

#healthystart#WBW2018#PhilipsAvent