

A close-up photograph of a woman with blonde hair, wearing a blue hospital gown, breastfeeding her baby. The baby is wearing a white long-sleeved shirt and is looking up at the woman. The background is slightly blurred, showing a bookshelf with various books.

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Breastfeeding Week

Prepare yourself for success

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

EFCNI european foundation for
the care of newborn infants

Philips Avent is a premium partner of EFCNI and supports the European Standards of Care for Newborn Health project

#healthystart#WBW2018#PhilipsAvent

1. Dieterich, C. M., Felice, J. P., O'Sullivan, E., & Rasmussen, K. M. (2013). Breastfeeding and Health Outcomes for the Mother-Infant Dyad. *Pediatric Clinics of North America*, 60(1), 31-48.