

# BREASTFEEDING AND LACTATION GUIDANCE

YOUR BABY'S FIRST IMMUNITY AND NOURISHMENT BEGINS HERE.



## START EARLY

- Begin breastfeeding within the first hour after birth
- Promotes bonding and boosts immunity

## FEED ON DEMAND

- Breastfeed 8–12 times in 24 hours
- Follow baby's hunger cues, not a strict schedule

## TAKE CARE OF YOURSELF

To support healthy lactation, stay well-hydrated and consume nutrient-rich meals to maintain your energy and milk production. Try to rest when the baby sleeps to help your body recover, and manage stress as it can impact milk flow.

## GET THE LATCH RIGHT

- A good latch prevents nipple pain
- Baby's mouth should cover most of the areola
- Listen for swallowing sounds