

in FORM

Deutschlands Initiative für gesunde Ernährung
und mehr Bewegung



Gesund ins Leben
Netzwerk Junge Familie

**Breastfeeding –
what else?**

*I will definitely
breastfeed my baby
– how about you?*

www.in-form.de

What women think about breastfeeding

Did you know that breastfeeding makes you **happy**? It's the hormones!

...and I got my **figure** back quickly thanks to breastfeeding!

And it's fantastic that breastfeeding **protects** against breast cancer!



It's rare enough
for the best things
to be free!

And it's really **practical**
to have everything you need,
wherever you are!



Just relax and breastfeed!

Breastfeeding makes you happy!

Only from breastfeeding – **endorphins** as a source of relaxation and even happiness. Your brain produces these hormones every time your baby drinks. And they make you feel happy. It's a great way to protect against the **baby blues**, the sadness that afflicts every third mother shortly after childbirth.

Breastfeeding gets you slim!

You burn approximately 600 calories every day just by breastfeeding. Some of them will be siphoned off from the fat reserves accumulated during pregnancy. So dieting during this period is completely unnecessary. You won't burn the fat quite as quickly if you bottle feed your baby, and the breastfeeding reserves will stay where they are for the time being.





Breastfeeding strengthens the relationship between mums and babies!

It's also called bonding. The baby senses and smells where it belongs during breastfeeding. And the mother feels it strongly, too. You will also find it easier to manage the initial phase of caring for your baby.

Breastfeeding is good for your body!

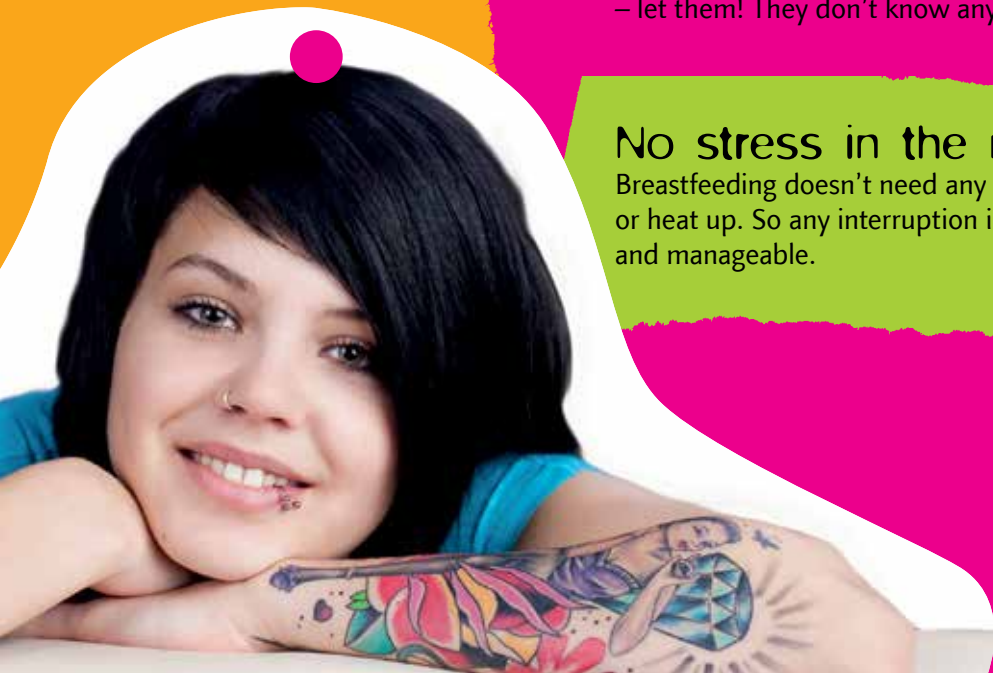
It will help you get back on your feet faster after pregnancy and a perhaps strenuous birth. Breastfeeding also helps tighten the **womb**, leading to faster postpartum regression. What's more, women who have breastfed one or several children are less susceptible to breast or ovarian cancer.

Travelling light!

You've always got the most important thing right there: food. All you'll need is a nappy or the house keys – but that's no problem with a content and well-fed baby. And even if people give you funny looks – let them! They don't know any better.

No stress in the night!

Breastfeeding doesn't need any preparation: nothing to mix or heat up. So any interruption in the night is short and manageable.



Mother's milk – always just right!



Mother's milk is a small marvel and always just right – no matter whether your baby is

- 1 day old or a whole year,
- sturdy or slender,
- thirsty or hungry,
- born too early or right on time,
- content or a little distressed,
- has bowel movements regularly or infrequently,
- is a bit of a dreamer or a pint-sized explorer.



Every drop
is valuable.



Mother's milk has plenty to offer. It delivers...

Initially

Towards the end

Thirst quencher

More substantial and rich in fat

...a 2-course menu

The starter during breastfeeding quenches the baby's thirst, while the main course fills it up. How does that work? It's very simple: the first few glugs of milk are runny. But after a while each swallow becomes increasingly thick and viscous. That's what makes the baby full.

...a perfectly protected immune system

Mother's milk contains precisely the protective substances that keep your baby well defended against germs in the environment and hence safe from diarrhoea and middle ear infections. It also helps build a strong immune system that provides your child with long-term protection against illness.

...a built-in anti-allergy programme

This is particularly important, as allergies are on the rise. Mother's milk contains tiny constituents of the mother's diet. They can help protect the baby against developing allergies later on.

...reinforcement for the baby's intestines

Mother's milk contains millions of valuable bifidobacteria that populate and protect the baby's intestines. The milk also delivers precisely the right food for the intestinal bacteria to help build a tight protective layer as quickly as possible.





Does breastfeeding work automatically?

The answer is: **not entirely!** Your body is perfectly prepared for breastfeeding, but it does need to adapt. The best way to ensure a trouble-free start to breastfeeding is to seek advice from a breastfeeding counsellor early on, already during your pregnancy. By the way: plenty of offers are free – why not check the Internet now:

Here are some breastfeeding professionals:

Find a midwife close by:

- www.hebammenverband.de



Midwives prepare expectant mothers for childbirth, accompany them during the birth itself, and visit the mothers to provide aftercare. They answer all the questions you may have about breastfeeding and how to get started – even in your home.

You will find more information about breastfeeding at:

- www.gesund-ins-leben.de
- www.bfr.bund.de/stillkommission

Find a breastfeeding counsellor close by:

- www.afs-stillen.de
- www.lalecheliga.de
- www.stillen.de
- www.bdl-stillen.de

Breastfeeding counsellors provide tips and support in all questions regarding breastfeeding, even before the birth.

A quick run through the most important aspects:

Breastfeeding does work practically by itself...

...but it feels very unusual at the start. Your breasts and your body will need to adapt first. You will feel twinges, pinches and tension while your baby is drinking. But don't worry, these feelings will pass. It is important that you cradle your baby correctly to make sure it drinks every last drop your breast has to offer.

Breastfeeding is cosy and comfortable...

...although you may not think so at the start, especially if you still feel a little anxious. It is important to learn the correct breastfeeding position to make sure you enjoy it, and so the baby can drink easily.

Breastfeeding gives the baby everything it needs ...

...at the start, though, some mothers may not feel entirely confident about their own bodies. After all, you can't really see how much milk ends up in the baby's tummy. But do bear in mind: the baby will drink precisely the amount it needs. Your body will simply produce more if your baby drinks more frequently.

Do I need to prepare for breastfeeding?

Rubbing, pinching or brushing to harden your nipples will do more harm than good! The body prepares itself for breastfeeding. The best preparation is to visit a breastfeeding counsellor as soon as possible. They will teach you what you need to know to make everything go smoothly, and how to overcome any initial difficulties.



Where should I give birth?

The following questions can be helpful:

Clinic check – 4 questions for a good start to breastfeeding:

- Will the mother receive thorough advice on breastfeeding and care?
- Is the baby in the same room as the mother (rooming-in)?
- Can the baby always breastfeed if it wants to?
- Can the baby feel the mother's naked skin immediately after birth (bonding)?

4 x yes = The clinic is ideal for a good start to breastfeeding!

Frequently asked questions about breastfeeding

Am I even up to the task of breastfeeding?

Practically every woman can breastfeed their child. The size of the breasts or the shape of the nipples do not matter: breasts are designed to feed the child, and they are specialised for the task.

How can I be sure my baby is getting enough milk?

Because its nappy is damp 4 to 6 times per day (24 hours). Because it is growing and flourishing. Provided the baby is allowed to drink as often as it likes. In this case your body will automatically adjust the amount of milk it produces to suit precisely what the baby needs.

Do bottle babies find it easier to sleep through the night?

No – bottle babies also need topping up during the night. After all, they are used to the umbilical cord supplying food round the clock during pregnancy. However, it is conjectured that sudden infant death syndrome is less likely among breastfed babies, as they find it easier to wake from sleep. The most practical solution is for the baby to sleep in the mother's room. That way she doesn't have far to go to feed the baby.

Is breastfeeding in public "unwelcome"?

Sure, some people will give you surprised, curious or perhaps even irritated looks. But that's no different to how some people are intolerant of playing children, adolescents with tattoos or other cultures. So who cares? You can't please everyone all the time.

Smoking, not breastfeeding, makes your breasts sag!





Breastfeeding and smoking – is it allowed?

Actually it isn't. After all, the toxins contained in the smoke will pass directly into the mother's milk. That's why it is best if you quit smoking entirely during pregnancy and while you are breastfeeding! But still: moderate smokers are advised to breastfeed, because the mother's milk will always provide protection

Does breastfeeding give you saggy breasts?

Breastfeeding does not change the shape of your breasts. If anything it is the pregnancy itself. The best way to keep your breasts firm is to avoid gaining too much weight and to steer clear of cigarettes!

Tip: You will need a well-fitting (breastfeeding) bra.



How am I meant to breastfeed when I return to work?

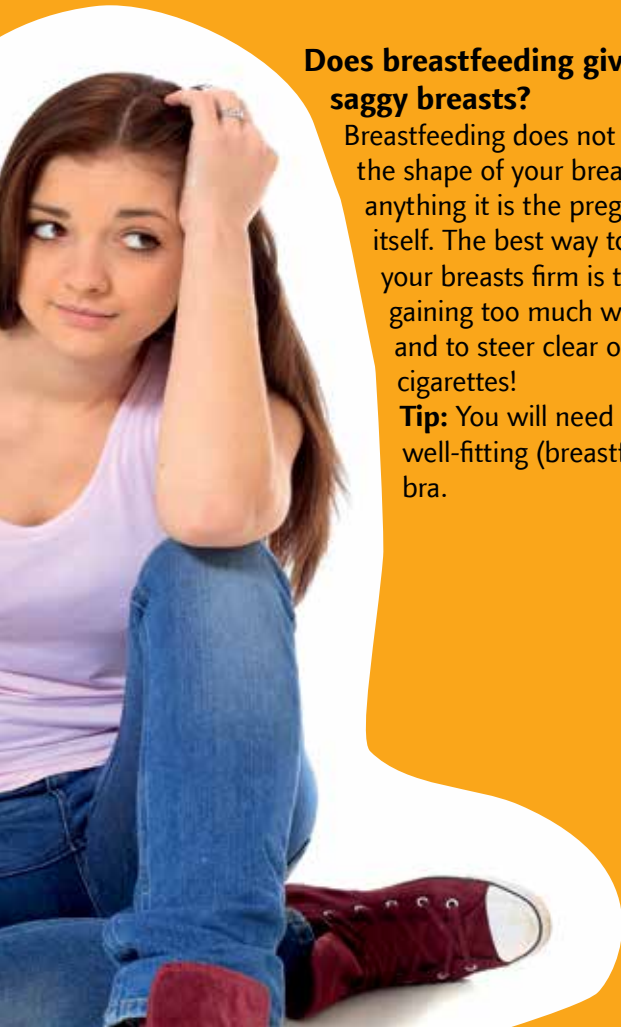
Breastfeeding and working – not a problem. After all, the German Maternity Protection Act prescribes **additional breaks** for breastfeeding mothers. It is important that you discuss this aspect with your employer early on to find just the right solution.



Breastfeeding at work

- www.bfr.bund.de/cm/343/stillen_und_berufstaetigkeit.pdf
- www.afs-stillen.de/upload/faltblaetter/FB_Stillen_Bei_Erwerbstaetigkeit.pdf

Your gynaecologist will be delighted to provide you with more information about breastfeeding.



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DEUTSCHLAND E.V.



Now it's up to
you!

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you!



About in form: IN FORM is Germany's initiative for healthy eating and more exercise. IN FORM was founded in 2008 by the Federal Ministry of Food, Agriculture and Consumer Protection (BMELV) and the Federal Ministry of Health (BMG), and has since cooperated with its project partners German-wide to positively influence all areas of life. The aim is to sustainably improve dietary and exercise patterns within the population. Visit www.in-form.de for more information.

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From bestellung@aid.de (order no. 340) up to 100 units free of charge plus €3,00 shipping; orders for over 100 units by arrangement.

Additional information and counselling at: www.gesund-ins-leben.de

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Babies like breasts

USEFUL FACTS FOR MEN about
breastfeeding and mother's milk



What men think
about breastfeeding

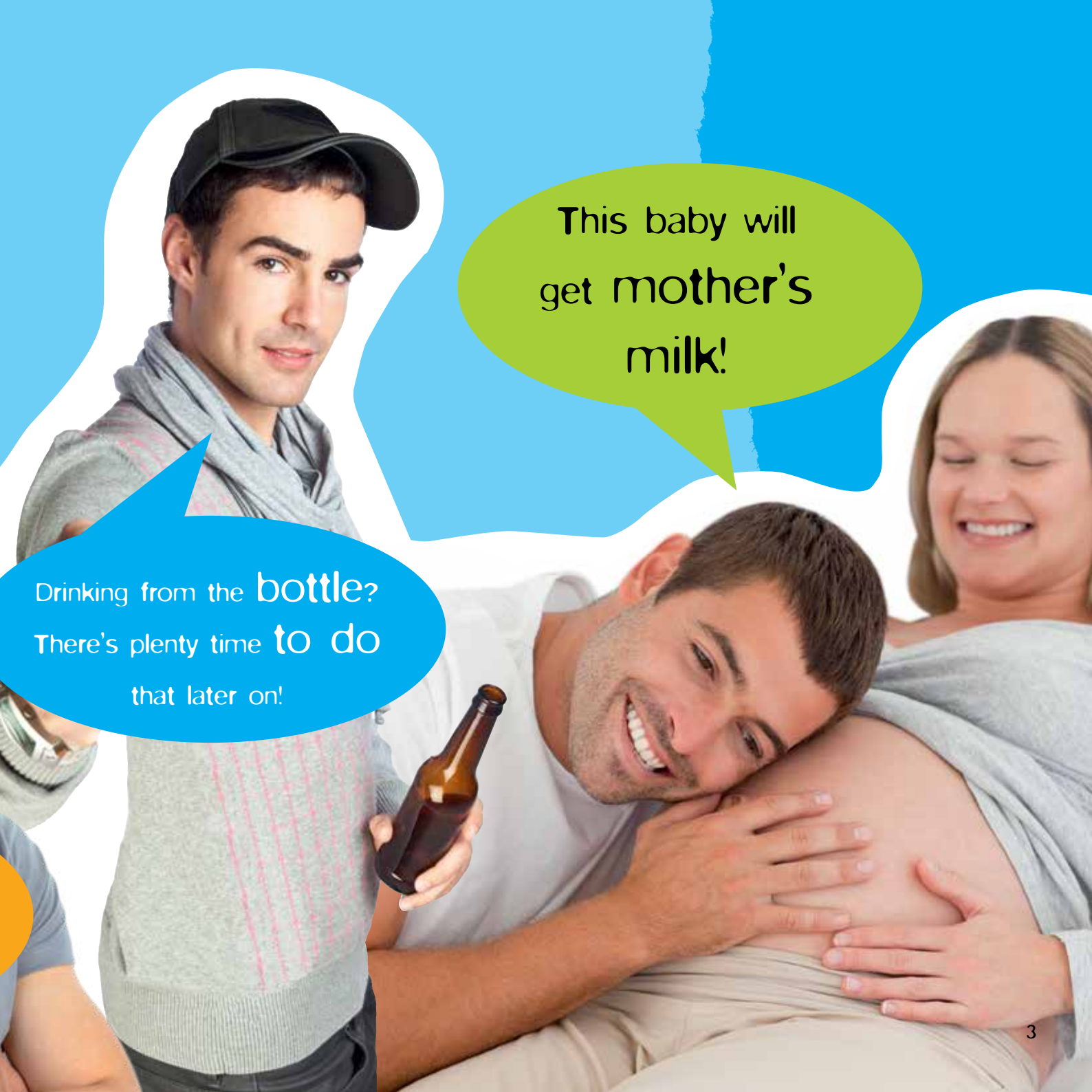
It's amazing what
breasts are good for!



We like
breasts!



If my mother
had known that,
she would definitely have
breastfed me, too!



This baby will
get mother's
milk!

Drinking from the bottle?
There's plenty time to do
that later on!

Fact checks for breastfeeding

This time it's not about football, cars or gadgets – but another favourite male topic – breasts: and why it is worth sharing them with the baby.



THE VERDICT


“Superb”

Mother's milk is the winner, because:

...the price is unbeatable!
Breastfeeding **costs nothing** extra!

...the packaging is unbeatably **organic** and beautifully designed. ✓

...production is **always fresh.**



...the constituents
are **exactly** what the baby
needs. ✓

...the temperature is
perfect. ✓

...the ingredients are
100 % organic. ✓



So there is only one answer:

Yes, I believe in breastfeeding! 5



BREASTFEEDING – pole position for the baby!

Breastfeeding is a **full coverage insurance policy** to make everything go smoothly from the start. After all...

- Breastfeeding helps substantially reduce the risk of sudden infant death syndrome!
- Breastfeeding fosters a healthy development of the baby's body, spirit and soul!
- Breastfed babies are well-equipped to withstand their environments.
- Breastfeeding gives you the confidence of doing what is best for your baby.



BREASTFEEDING – 3-til to the mother, because:

1. Breastfeeding gets you trim – the fatty reserves accumulated during pregnancy are used to produce milk.
2. Breastfeeding makes you happy – the hormones released during breastfeeding make sure of that.
3. Breastfeeding protects – mothers who breastfeed are less susceptible to breast cancer and other diseases.



Other interesting facts for fathers...

- Breasts are made to feed babies – at the start they look plump, but over time they return to precisely the way they were before.
- The breasts may be extremely sensitive during the first few weeks – but not to worry: that will gradually subside.
- Bear in mind, though, that breastfeeding women can still become pregnant. All the same, there are contraceptive pills and other methods that will not have any adverse effects on breastfeeding.
- There is no golden rule as to when sex becomes fun again after childbirth. But breastfeeding certainly has nothing to do with it.
- Patience and support – these are the key aspects, as breastfeeding is very unusual to start with and the odd difficulty in the beginning is perfectly normal.

