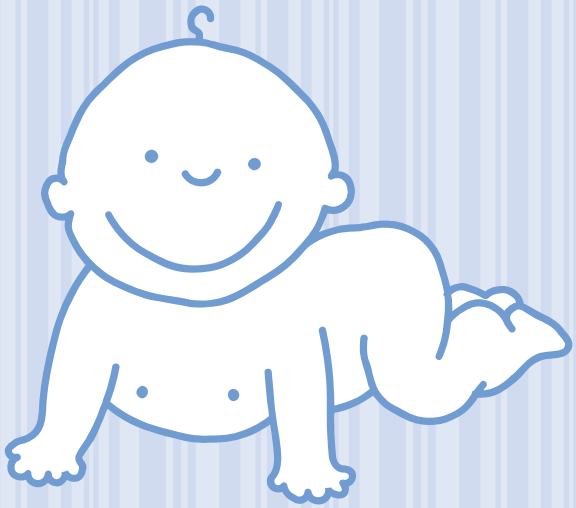

EMBARRASSMENT

DON'T SHY AWAY FROM BREASTFEEDING

Remember the rewards for baby and you.

Breast milk helps your baby's brain grow and is easier to digest, causing fewer upset stomachs. Research shows babies stay healthier, with fewer allergies and tooth decay. Breastfeeding burns calories and can help you lose weight. Most important, breastfeeding is a special time, which mom, baby and everyone can share. There is nothing embarrassing about that.

loving support© makes breastfeeding work

For information, call WIC

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loving support© makes breastfeeding work

How to feel comfortable with breastfeeding almost anywhere.

If you think breastfeeding around other people could be a little embarrassing, you are not alone. Many new mothers worry about how they will feel when they are breastfeeding in public, even around people they know. But with a little planning, they soon find they can breastfeed almost anywhere. And you will too.

Put baby under cover.

Sometimes, breastfeeding in public is as simple as throwing a blanket over your shoulder. Loose-fitting tops that pull up from the bottom are easiest. Special nursing bras also help. With a little practice (try a mirror at home), you will soon learn how to breastfeed so that no one notices.

Get away from the crowd.

Even if you are out in public, you can usually find an out-of-the-way spot that is ideal for breastfeeding – a dressing room, restaurant booth or your parked car. Many stores now have special rooms for breastfeeding moms. And if you are at a friend's house, don't be afraid to ask if there is a room you can use for some privacy.

Focus on the baby, not on what other people say.

When babies get hungry, they need to eat (just like the rest of us!). So it's too bad that sometimes you will run into people who try to make you feel wrong for breastfeeding in public. The point is, you know you are doing the right thing for your baby and you. If you cannot ignore them, decide what you will say ahead of time to show your confidence. Their feelings are their problem, not yours.

Seek out the loving support of those around you and your baby.

Support for breastfeeding comes from many people – your family, your friends, other moms who have breastfed (or wished they had), your health care providers and neighbors. If you ever feel embarrassed about breastfeeding, know that you can talk to any one of them. If someone in your family asks about breastfeeding in public, explain why it is good for you and your baby. Show them how you can cover up.