



Mother and child care

Factsheet 1/4

Relax and give your baby the best start in life

Your breast milk provides your baby with all the nutrients needed for healthy development, as well as protecting them from health issues later in life¹. This is why the World Health Organization recommends that mothers exclusively breastfeed their baby up to 6 months of age².

Breastfeeding is natural, but it can take a while to adopt a technique to suit both you and your baby³. What matters most is that you feel comfortable when breastfeeding or expressing milk – both physical and psychological comfort are key ingredients of success in breastfeeding⁴. Finding ways to incorporate breastfeeding into your busy lifestyle, such as using breast pumps to express milk, can also help you to prolong the time your baby benefits from your breast milk⁵.

#relax4moremilk

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More than **90%** of new mothers have breastfeeding concerns in the first few days⁶

What parents say⁴...

- *It is natural to worry whether you are doing enough for your baby* – many parents find their child's first year of life overwhelming
- *Believing in yourself is important* – mothers who feel confident that they are doing it right are more likely to breastfeed for longer
- *Being flexible can help* – women say that flexibility in their daily routines, as well as expressing milk⁵ and having a positive outlook on the changes associated with a new baby, helped them to breastfeed for longer

What studies say...

- Simple relaxation techniques can improve your breastfeeding experience; try doing breathing exercises, reading your favourite book or listening to music to relax and improve milk flow^{7,8}
- Finding a comfortable space where you can breastfeed your baby or express milk without being interrupted can make you feel more relaxed and improve your breastfeeding experience⁹
- The use of breast pumps to express milk help women to continue to breastfeed for longer⁵
- Many women are afraid to share their concerns about breastfeeding with healthcare professionals¹⁰, and this can affect the duration of breastfeeding. Only around half of the women who stopped breastfeeding within the first 3 months had access to a lactation consultant, compared with 70% of those who breastfed for 7 to 12 months¹¹

Share your joy,
not your worries, with
your baby

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