

EVERYTHING DADDY SHOULD KNOW




Stillförderung Schweiz
Promotion allaitement maternel Suisse
Promozione allattamento al seno Svizzera

*Breastfeeding - puts the
baby in pole position!*



WHAT MEN THINK ABOUT BREASTFEEDING



It's full of nutrients designed specifically for the baby.

It's always freshly produced and the ingredients are 100% natural.



The packaging is as eco-friendly as can be and incredibly beautiful!

The price can't be beaten!



We have nothing against breasts.



BREASTFEEDING – ALL-ROUND PROTECTION

We're not talking about football, cars or technology here – but a totally different topic dear to men – breasts: why is it worth sharing them with your baby?

- Breastfeeding helps to drastically reduce cases of cot deaths!
- Breastfeeding stimulates the development of body, mind and spirit!
- Breastfed babies are resistant to environmental influences.
- Breastfeeding gives you the certainty that your baby is always getting the best.

We have everything ready to go!

Naturally, we must go out together! Breastfeeding is also possible when travelling.

Also as a father, I can feed my baby!

When necessary, breast milk can be expressed using a breast pump and will keep in the fridge for 3 days. It can even be frozen, in which case it keeps even longer. This means that mum doesn't have to give up her girls' weekend and I can also be number 1 for a change!



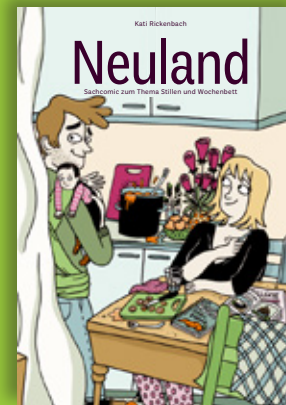
WHAT ELSE IS IMPORTANT

Good to know

- Breasts are made for breastfeeding – they're very full at first, but with time they look exactly as they did before.
- In the first few weeks, the bosoms can be very sensitive – no worries though, as this passes with time.
- Unfortunately, breastfeeding will not prevent you from getting pregnant. There are however several contraceptives, including the coil or the contraceptive pill that are compatible with breast-feeding.
- The moment when sex starts to be fun again after giving birth is very subjective and certainly does not depend on breastfeeding.
- Patience and support – that is very important, because breast-feeding takes some getting used to at first and initial difficulties are normal.

*Eco-friendly,
customer-centric
design and free.
Any questions?*

ADDITIONAL INFORMATION AND SUPPORT FOR FATHERS



An info comic (in German or French) on the topic of breastfeeding and the postnatal period can be obtained from stillfoerderung.ch:
Neuland / Nouveaux horizons

WWW.VAETER.CH
WWW.MAENNER.CH
WWW.STILLFOERDERUNG.CH
WWW.MAMAMAP.CH

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This brochure is available in German,
French, Italian and English.

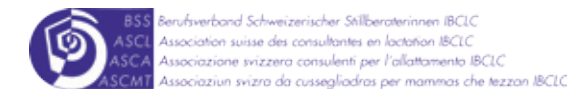
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for all groups of professionals and organisations who work in the area of pregnancy, child
birth and with small children, and also an information platform for parents.

Now it's over
to you.

Now it's over
to you.

WITH THE SUPPORT OF



EVERYTHING MUMMY SHOULD KNOW



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*Breastfeeding -
what else?*



WHAT WOMEN THINK ABOUT BREASTFEEDING



Forget chocolate - breastfeeding releases all those happy hormones!

When you breastfeed, more money is left for shopping.



Sharing is caring!

My milk is definitely the ultimate superfood.



It's so practical - you always have everything you need with you!



BREASTFEED FIRST – THEN CHILL OUT

Breastfeeding is good for your health!

Nowadays, many mothers are aware that they give their child the best nourishment possible by breastfeeding exclusively for the first four to six months. Breast milk is healthy, practical and available any time and anywhere, at the right temperature and with just the right composition.

Breastfeeding creates a bond!

It is also referred to as bonding. When a baby is breast-fed, through its sense of touch and smell, it knows where it belongs and this is also very clearly felt by the mother. This makes it easier taking care of the baby in those first few months.

Breastfeeding is good for you!

After your pregnancy and perhaps a difficult birth, it helps you to get fit again. Breastfeeding helps the womb to contract back into shape. In addition to this, women who have breastfed one or more babies are less likely to get breast cancer.

No stress even on the go!

The most important thing – food – is always with you. Even if you run short of nappies or you forget your house keys – when your baby has been fed, nothing is a problem. Of course, if people give you funny looks – let them, they don't know any better.

Stress-free nights!

For breastfeeding, you don't need to prepare, stir or keep anything warm, which means night-time interruptions will be short and uncomplicated.

*My breasts are
ready to go – 24/7.*



ALWAYS PERFECT! WHETHER YOUR BABY ...

- IS 1 DAY OR 1 YEAR OLD***
- IS CHUBBY OR THIN***
- IS THIRSTY OR HUNGRY***
- WAS BORN TOO EARLY OR ON TIME***
- IS IN A GOOD MOOD OR NEEDS COMFORTING***
- HAS REGULAR OR INFREQUENT BOWEL MOVEMENTS***
- IS MORE SLEEPY OR ALWAYS ON THE MOVE***

*Everything my
child needs!*



BREAST MILK ...

... is a 2-course meal!

When you breastfeed, your baby gets an appetizer to quench its thirst and a main course to fill its tummy. How does that work? It's simple – the milk is more liquid at first and gets richer and denser as your baby sucks – time for filling a hungry tummy.

... provides all-round protection!

Breast milk contains exactly those substances that protect your baby from germs in the environment, for instance against diarrhea and middle-ear infections. Breastfed babies are less frequently sick.

... strengthens your baby's bowels

Breast milk contains millions of valuable bifidobacteria that settle in your baby's bowels and protect it. At the same time, the milk also provides the right food for the intestinal bacteria, which allows a dense protective barrier to be formed.

READY – STEADY – GO!

Breastfeeding is almost automatic!

It takes a little getting used to at first. The breast and the body have to get accustomed to it. Your breasts may feel pinched and sore and they will feel very full when your baby sucks – but don't worry, it will quickly pass. The most important thing is that your baby latches on properly to the breast.

Breastfeeding is comfortable and cozy!

It may be a little uncomfortable at first however, because the mother still feels a little unsure. The right breastfeeding position is important so that you feel relaxed and your baby can suck properly.

Breastfeeding caters fully for your baby!

At the beginning, not every mother is confident about her own body. You can't even see how much milk is disappearing down into your baby's tummy. It is very important to know that your baby drinks just the amount it needs. If it drinks more often, you will also produce more milk.

The right preparations!

If you rub, tweak or brush your nipples to make them harder – that will do more harm than good! The body prepares itself without any help. If you have any problems breastfeeding, there are expert advisers who will assist you in getting over any initial difficulties.



MORE INFORMATION AND ASSISTANCE

WWW.STILLFOERDERUNG.CH

WWW.HEBAMME.CH

WWW.STILLEN.CH

WWW.LALECHELEAGUE.CH

WWW.MUETTERBERATUNG.CH

A brochure containing lots of valuable information can be obtained from stillfoerderung.ch:
Breastfeeding – a healthy start to life



Short film
“Breast is best”

ANY MORE QUESTIONS?

Can every woman breastfeed?

Most women can breastfeed their child. The size or shape of the nipples make no difference – breasts are specially designed to feed babies.

Is my child getting enough milk?

Yes, if its nappy is wet five to six times a day (in 24 hours) accompanied by several daily bowel movements during the first six weeks. If it is growing and thriving. Providing: your baby is allowed to breastfeed on demand. In this case, the quantity of milk will adjust automatically to your baby's needs.

Can I still smoke if I breastfeed?

Actually no, because the harmful substances inhaled by smoking are passed into the breast milk. For this reason, it is better not to smoke at all, either during pregnancy or breastfeeding! However: breastfeeding is still recommended to even heavy smokers, because breast milk always provides protection.

For how long should I breastfeed?

In the first six months, breast milk is all your baby needs. Even after this, it is an excellent supplement to other foodstuffs, which can be introduced at the earliest starting from the end of the fourth month of life (and should be introduced no later than the seventh month). If and how long you should continue breastfeeding as a supplement, that is entirely up to the mother and child.

Do bottle-fed children sleep easier through the night?

No – also bottle-fed children need a refill during the night, as during pregnancy they were used to being supplied with everything around the clock through the umbilical cord. It is practical if the baby sleeps in the same room as the mother so she can simply pick up the baby and nurse it.

Does breastfeeding lead your breasts to sag?

It is not breastfeeding that alters the appearance of your breasts, but if anything, it is pregnancy itself. The best way to prevent sagging breasts is not to put on weight too quickly and not to smoke! Tip: use a properly fitted (nursing) bra.

Can I breastfeed and work?



Of course you can! Working mothers are entitled by law to paid breastfeeding breaks during their working hours. If this is not always possible, the mum can also prepare a supply in advance. This requires a quiet room in which to pump milk and where she won't be disturbed or interrupted, and the possibility to store the milk in a cool place until it is needed.

How do I manage when I'm travelling?



Young mothers don't want to sit around at home all day. And why should they? They can take their baby with them and totally fresh food is always on hand in any case. With the right type of clothing, breastfeeding takes no time at all even when travelling. Noisy or smoke-filled places are of course not suitable. Recommended spots can be found on the free app mamamap.
www.mamamap.ch

And if it doesn't work?

Your child will also thrive if bottle-fed. As with breastfeeding, you should hold your baby in your arms when you are bottle-feeding.

Breastfeeding helped me get my figure back.

**BREASTFEEDING MOTHERS
WILL ALWAYS FIND SUPPORT!**



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