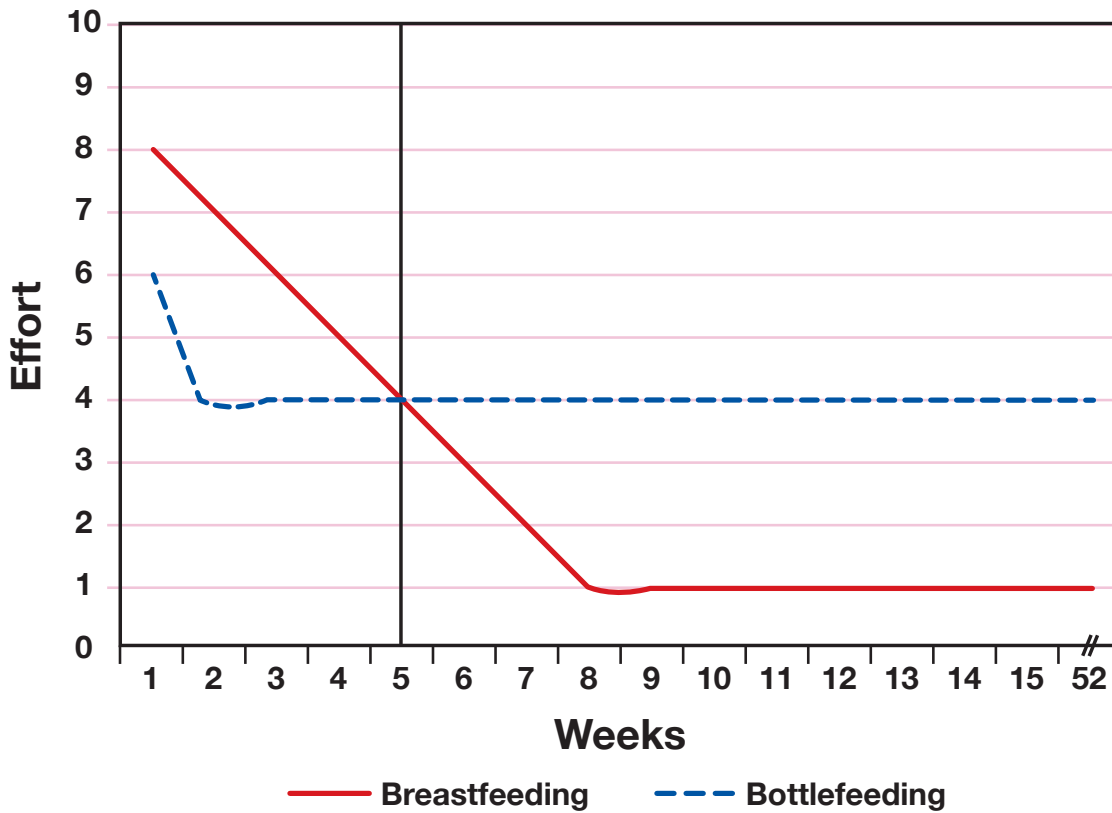


Breastfeeding: An Investment That Saves Time



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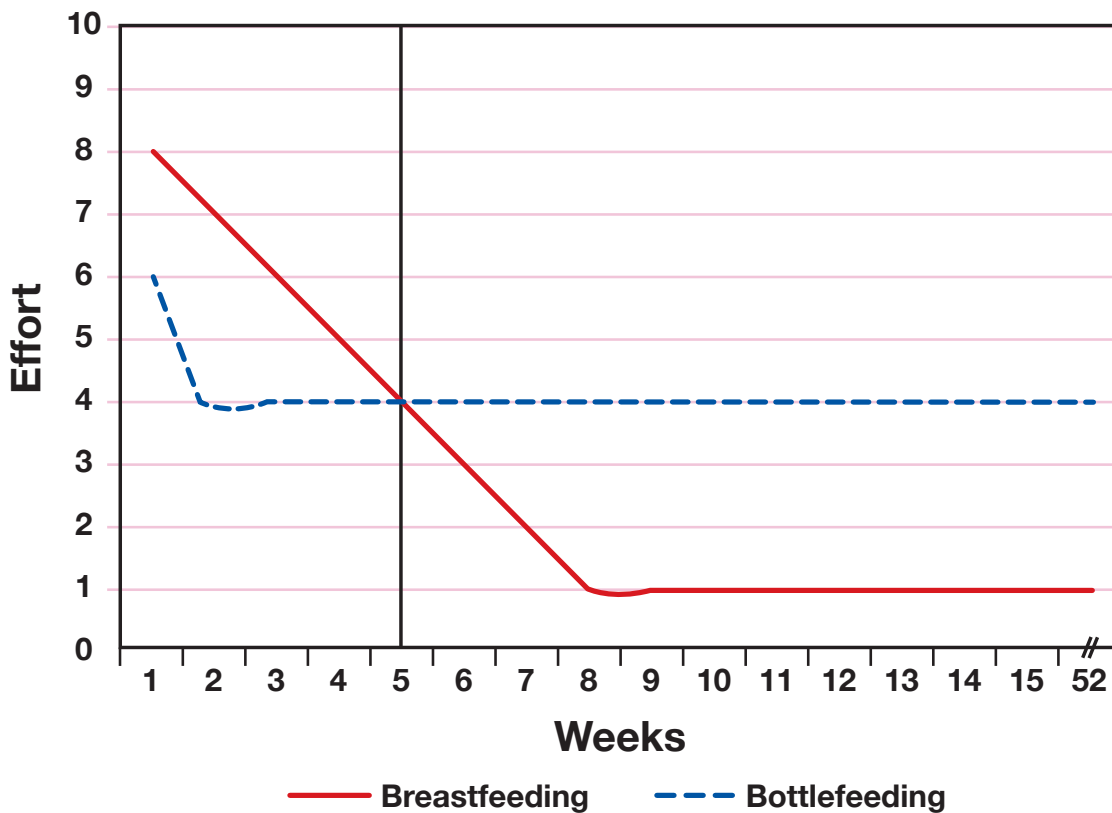
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As this graph shows, the first 40 days of breastfeeding are intense. Breastfeeding takes more time than the alternative. Newborns breastfeed long and often. Many babies “cluster” their feedings together. This is how babies boost their mother’s milk supply from about 1 ounce (30 ml) on Day 1 to about 25 ounces (750 ml) on Day 40.

This intensity can feel overwhelming, especially if it’s unexpected. During this time, many mothers give up on breastfeeding—either by weaning or by supplementing. Many wrongly assume they don’t have enough milk. They need to know that intense breastfeeding is normal, not a sign of problems. To get through this time, a mother needs help. And she needs to learn to breastfeed lying down, so that she can rest while she feeds.

But notice what happens after the first 40 days. Breastfeeding gets much faster and easier. After 40 days, the newborn that was

feeding 9-10 times per day for 30-40 minutes has learned to feed faster and can hold more milk. That same baby may be down to 7-8 feedings and finish in half the time. Starting now, breastfeeding begins to take less time and work than bottle-feeding. There’s nothing to buy, make, or clean. And no one has to be awake to feed. Over a baby’s first year, the difference in time and work between breastfeeding and bottle-feeding is huge.

Giving bottles during the intense first 40 days may seem like a way to make life easier, but patience pays off. As this graph shows, sticking with breastfeeding saves vast amounts of time and work in the long run.

Exclusive breastfeeding is a great investment. It leads to a good milk supply. It teaches a baby to breastfeed like a champ. And it gives new parents the welcome gift of more time to enjoy their baby.

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