



August is National Breastfeeding Awareness Month and National Immunization Awareness Month - a time to empower women to commit to breastfeeding and vaccinating themselves and their families by providing them with the resources they need to be successful. Here's your one-stop-shop with information and resources you'll need to spread the word about these important initiatives. Our consumer initiative, *Midwifery & Women's Health* via *Our Moment of Truth* is here to support you! If you haven't already, [sign up for the eNewsletter today](#) and encourage your clients to do the same.

Share the following information & resources via email, newsletter, or social media and help us spread the word about midwifery!

What to Expect in the Early Days of Breastfeeding

Is it Important to Breastfeed My Baby?

Breastfeeding is a wonderful way to care for your baby. Breast milk is perfect food for babies. It has all the right nutrients in just the right amounts. The World Health Organization (WHO) says that feeding your baby only breast milk for the first 6 months its life is the best way to keep your baby healthy. WHO suggests continuing breastfeeding along with other foods for the second 6 months.

How Can I Tell if I'm Making Enough Milk?

Right after your baby's birth, you will have a special type of breast milk called "colostrum" which is very rich. Colostrum is all the food your new baby needs. If you are breastfeeding your baby often during the first 2 days, about 3 to 4 days after your baby's birth your regular breast milk will "come in." Your breasts will feel fuller at this time.

One of the best ways to tell that you have enough milk is how often your baby has a bowel movement. After your milk comes in, your baby should have more than 4 bowel movements every day.

Weight gain is another good way to tell that your baby is getting enough milk. It is normal for babies to lose weight in the first few days after birth. But your baby should gain weight after your milk comes in.

Click [here](#) to read the entire post on ACNM's Midwife Connection Blog.

National Breastfeeding Awareness Month

Midwifery & Women's Health Resources

The Benefits to Breastfeeding, Getting Off to a Good Start, and Your Midwife's Role during Breastfeeding

Other Resources

[Breastfeeding Tips: What New Moms Need To Know](#) via Mayo Clinic

[Breastfeeding 101](#) via Fit Pregnancy

[Continuing Breastfeeding Beyond The First Year](#) via Healthy Children

[Breastfed Preterm Babies May Have Better IQs, Working Memory, Motor Function](#) via Medical News Today

[Breastfeeding: A Smart Investment for Reaching the Sustainable Development Goals](#) via World Bank

[Trying To Breastfeed After Struggling The First Time Around](#) via The Huffington Post

[Breastfeeding Resources](#) via CDC

Sample Social Media Posts

Share the following posts and follow the conversation on social media using #NBM16 and #NationalBreastfeedingMonth

1. Pregnant and wondering what to expect in the early days of breastfeeding? Find all of your answers here: <http://bit.ly/2b3rgfH> via @OurMomentofTruth #NBM16 #NationalBreastfeedingMonth
2. Whether you're a first-time mom or getting ready for your fourth child, midwives can help you feel confident and prepared to welcome your new baby. Familiarizing yourself with helpful resources on pain management, birth, breastfeeding and more via @OurMomentofTruth. <http://bit.ly/2b3qK1d> #NBM16 #NationalBreastfeedingMonth
3. Getting off to a good start with breastfeeding takes work and practice, but the benefits for mom and baby are well worth it. Here are some tips for getting started and working breastfeeding into your routine: <http://bit.ly/2b3spDY> via @OurMomentofTruth #NBM16 #NationalBreastfeedingMonth

National Immunization Awareness Month

Midwifery & Women's Health Resources

[Understanding the Importance of Vaccines-Become a Supermom and Protect Yourself & Your Family](#)

Other Resources

[Communication Toolkit: Pregnant Women](#) via National Public Health Information Coalition

[Communication Toolkit: Babies & Young Children](#) via National Public Health Information Coalition

[Heartbroken Family Hopes Baby's Death From Whooping Cough Raises Awareness](#) via Yahoo

[Immunization Resources](#) via CDC

[Pregnancy and Whooping Cough](#) via CDC

[Vaccinations and Pregnancy](#) via March of Dimes

Sample Social Media Posts

Share the following posts and follow the conversation on social media using #NIAM16

1. If you are pregnant, it is even more important to protect yourself, your baby, and your family. Learn the facts and become a Supermom. All you need to know: <http://bit.ly/1M1qgQ1> via @OurMomentofTruth #NIAM16
2. Should I get vaccines if I am pregnant? What times do I need? Here's all you need to know via @OurMomentofTruth including an immunization schedule: <http://bit.ly/1M1qgQ1> #NIAM16
3. Getting the whooping cough vaccine during pregnancy is the best way to give your baby protection against whooping cough before birth. Don't miss your shot! To learn more visit: <http://go.usa.gov/ch7Vd> #NIAM16

Sign up for the eNewsletter

Interested in collaborating with ACNM in promoting the profession and women's health? If so, be a part of the *Midwifery & Women's Health* listserv by signing up [here](#).

STAY CONNECTED:



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