

## We're with you all the way

Everybody needs a little help, especially with a new baby to care for.

If you are struggling with breastfeeding or just need reassurance, there are lots of people who can help.

Get in touch with your midwife, health visitor, peer supporter or local children's centre. You can also look for breastfeeding support groups in your area.

You can also call the National Breastfeeding Helpline on:

**0300 100 0212**

(daily, between 9.30am and 9.30pm)

### Struggling out of hours?

We know that breastfeeding isn't always easy. Take a deep breath and remember, tomorrow is another day.

Try talking to your partner, a family member or friend about how you are feeling.

Having their support might help you to keep breastfeeding until you can speak to a health professional.

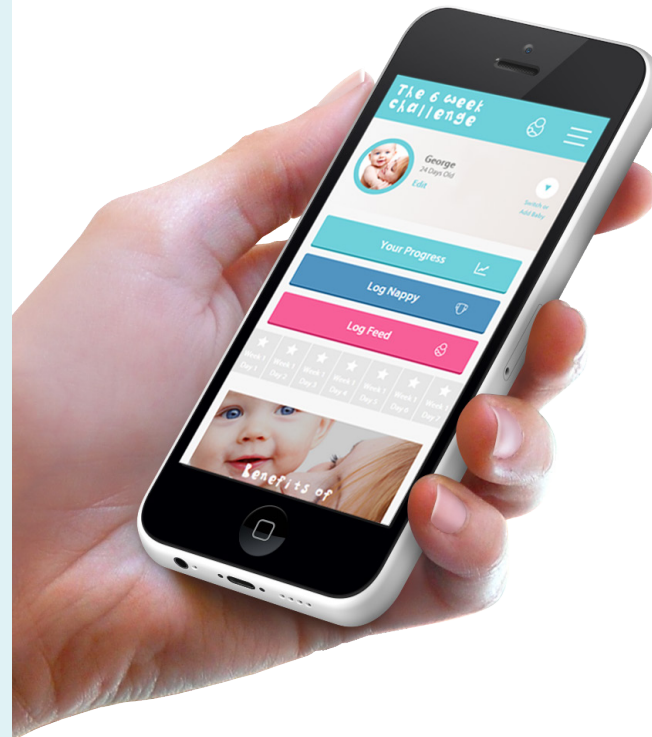
**Sign up today!**

Sign up FREE at:

**[breastfeedingchallenge.co.uk](http://breastfeedingchallenge.co.uk)**

or

visit your local children's centre to pick up a six week challenge chart or ask your midwife.



**#sixweekchallenge**



Take the  
**6 Week**  
Breastfeeding  
Challenge

Sign up today  
[breastfeedingchallenge.co.uk](http://breastfeedingchallenge.co.uk)

**Lancashire**  
County  
Council 



**You've chosen to breastfeed.  
Great news – you and your  
baby are off to a fantastic start.**

Now you've decided to give it a go why not join mums across Lancashire by signing up to our six-week breastfeeding challenge.

### **What is the challenge?**

The challenge is a way of supporting you through the important first six weeks of breastfeeding.

Turn to the back page to find out how to sign up.

*“Take one day at a time  
because each day it gets a  
little bit easier”*

### **Why six weeks?**

Nursing your baby for a few weeks or even for a few days will benefit you both.

#### **Breastfeeding your baby for six weeks or longer will:**

- help them to fight off infections. Your baby will have less chance of developing diarrhoea, vomiting, constipation and eczema.
- reduce the chance of them becoming obese and developing illnesses.
- help you burn around 500 calories a day.
- reduce your long term risk of developing breast and ovarian cancer.

### **How do I sign up?**

Sign up before or after baby arrives to begin learning about the benefits of breastfeeding.

As a new parent, you'll be able to:

- personalise your baby's profile.
- track which side you fed from.
- get advice and tips about breastfeeding.
- view a log of all your baby's feeds.
- read breastfeeding tips from other mums and share your own.
- track your progress through the challenge.

Simply put in a few details to see how far you can go with the breastfeeding challenge.

Sign up FREE at:

**[breastfeedingchallenge.co.uk](http://breastfeedingchallenge.co.uk)**

**Ask your midwife or pick up a challenge chart from your local children's centre to track how well you are doing.**

