

Top Three Breastfeeding Success Tips

Did you know that most moms start out wanting to breastfeed, but **less than half make it to six months**?¹ This means **less than one third** of all babies are getting the nourishment recommended for the first year of life.²

Here are a few helpful tips to support your breastfeeding journey:

Download an App for Breastfeeding Support



An app, like **MyMedela**, is a must-have to meet your breastfeeding goals. This free app has a personalized dashboard that aligns with your breastfeeding goals, features easy tracking of key stats and milestones, and shares customized advice and tips.

Get What You Need through Your Health Insurance Provider



Did you know that you may be able to get a breast pump and coverage for a lactation consultant with no copay through your health insurance? Even better, you can use Flexible Spending Account (FSA) or Health Savings Account (HSA) funds to cover breastfeeding supplies and a second pump for convenience at work or on-the-go.

Contact your health insurance provider for information about your coverage, and ask your FSA or HSA provider about qualifying expenses.

Prepare for Breastfeeding Success



Juggling a new baby, new routines and changes to your body is a lot to handle. Moms heading back to work can make the transition smoother by being prepared with tools to help reach breastmilk pumping and feeding goals. Want a great resource? Go to **www.MedelaAtWork.com**, and use #MedelaAtWork to share your story and ask advice from other moms.

www.medelabreastfeedingus.com

1. Perrine, C. G., Scanlon, K. S., Li, R., Odom, E., & Grummer-Strawn, L. M. (2012). Baby-friendly hospital practices and meeting exclusive breastfeeding intention. *Pediatrics*, 130(1), 54-60.

2. Eidelman, A. I., Schanler, R. J., Johnston, M., Landers, S., Noble, L., Szucs, K., & Viehmann, L. (2012). Breastfeeding and the use of human milk. *Pediatrics*, 129(3), e827-e841.