

Get Ready to Fall in Love

Being prepared for a smooth hospital stay allows you to focus on what's most important – those first few moments with your new family.



Get Prepared with these Free Tools

Collective's free mobile app and matching checklist will help you learn what to expect at the hospital. They'll help you get prepared for your baby. And they'll help you talk with your care team about your plans.

- Hundreds of photos to show you what to do
- Easy steps to help you prepare
- Things to consider when building your team

Visit www.collective.com for more information.



**- FREE APP -
DOWNLOAD
NOW!**

Use the QR Code to download this free and easy mobile app today!



Build Your Team

Ask For Help

Surround yourself with support to help you reach your goals.

- your champion (a key person like the baby's father, grandmother, or friend)
- community resources
- WIC, home visiting programs, and quiet time

Don't Rush Baby

Get Ready

In a normal pregnancy, it's safest to let labor begin on its own so:

- baby's brain has time to grow
- you're less likely to need a C-section
- you and baby have a lower risk of any health issues



Get a checklist at www.collective.com and download the FREE "Collective" Mobile App.



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Don't Worry. Nature's Got You Covered.

When the magic day comes, Mother Nature will do most of the work for you. Follow these simple tips to help you and your baby get off to a great start!



Fall In Love

Skin To Skin

- Place your baby on your chest, skin to skin, after birth to:
- help you bond with baby
 - keep baby warm & calm
 - help baby learn to breastfeed (thanks to Mother Nature!)



Keep Baby Close

Keep Baby in Room

- Keep the baby in your room at the hospital to:
- teach baby you're mom
 - allow baby to feed when ready, and more often
 - help you learn when your baby wants to feed



Learn Your Baby

Feed Baby On Cue

- Watch for signs that baby wants to feed to:
- help baby feel settled and content
 - make breastfeeding easier
 - help your body make breast milk quicker



Nourish

Latch Baby Well

- Your nurse will help you find a good latch so:
- you make plenty of milk for baby
 - baby gets milk more easily
 - breastfeeding is comfortable for you and your baby

Protect Breastfeeding

Born to Breastfeed?

Good for Babies:

- Fewer ear infections
- Less likely to become obese
- Less likely to die from Sudden Infant Death Syndrome (SIDS)

Good for Moms:

- Less likely to get breast cancer
- Less likely to have heart disease

Careful! Giving Formula has Risks:

- Your body will make less milk.
- Your baby is more likely to get sick.
- Your baby will not be as happy to breastfeed.

Your milk is the perfect food for your baby and is all he/she needs for 6 months. You can continue as long as you want after 6 months! In fact, the longer you breastfeed, the healthier your baby will be.