



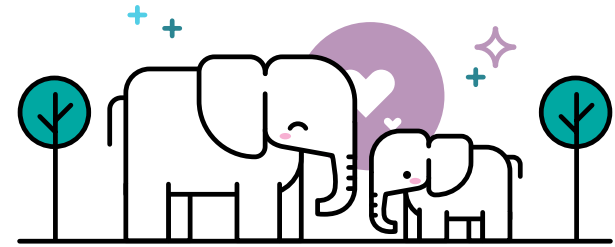
**ON YOUR
HEART**



**FROM THE
START**

A Skin-to-Skin Guide





Keep baby on your heart from the start.

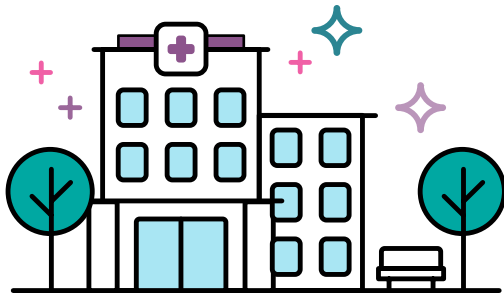
Starting right after delivery, you can give your baby incredible health benefits just by putting him on your bare chest for skin-to-skin time.

Getting ready for skin-to-skin.

Before delivering, talk to your health care provider and the birthing facility staff about you and your partner having skin-to-skin time to make sure they support your wishes. Moms who have a cesarean section are usually able to do skin-to-skin after delivery too.

Let family and close friends know they can give you and your partner the gift of private time with your new baby right after birth.





At the birthing facility, preserve the sacred hour.

The “sacred hour” is the special bonding period when your baby is placed skin-to-skin on your chest right after delivery. He may even begin to breastfeed. This marks a beautiful time when your baby leaves the safety of your womb and your journey as a family begins.

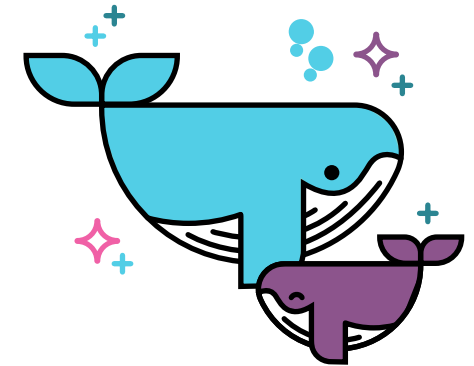
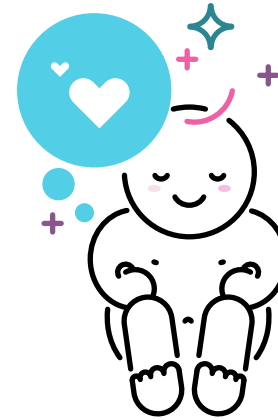
Did you know?

Holding your baby skin-to-skin helps your breastmilk come in, may help you make more milk and breastfeed longer. The first thick milk called colostrum is packed with ingredients that can protect your baby. It's like giving him his first immunization!



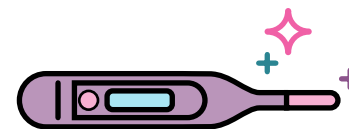
Moms and babies love skin-to-skin time for many reasons.

Reduces your risk of postpartum depression. It also helps you recover faster and promotes healing.

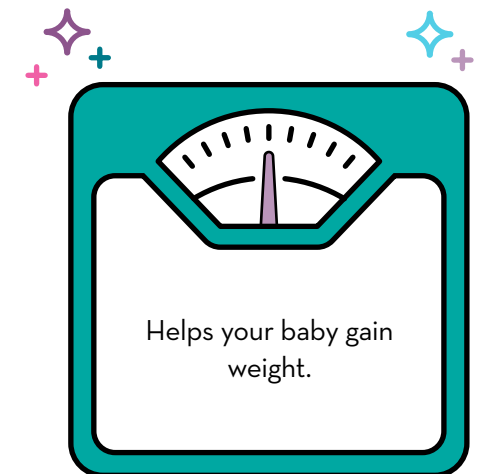


Helps your baby start breastfeeding. Guided by your smell, he naturally moves toward your breast.

Comforts your baby, allowing him to stay calm and cry less. Your baby loves your familiar smell and heartbeat.



Maintains your baby's temperature, heart rate, breathing and blood sugar.



Helps your baby gain weight.



Boosts your baby's brain development. The new smells, textures and sounds stimulate his brain.

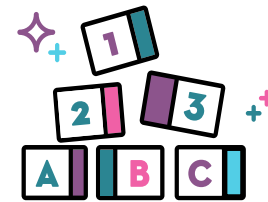


Helps strengthen your baby's immune system and protects him from illness.



Dads love skin-to-skin too.

- • Helps him to calm and soothe his baby.
- • Relaxes dad and helps him connect with his baby.
- • Gives you time to take a break after the sacred hour is over.



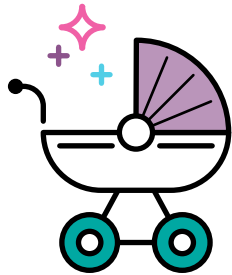
Make skin-to-skin safe and special.

- • Make sure that your baby can breathe. Keep his head in a nose-up or sniffing position. Don't let your baby's neck bend too far forward.
- • Keep your baby upright with his head higher than his feet.
- • No snoozing for parents. If you fall asleep, you can accidentally block your baby's airway.
- • Place a diaper and cap (optional) on your baby.
- • Cover him with blankets over his back. Never let blankets cover your baby's nose or mouth.



Continuing skin-to-skin at home.

Once at home, your baby should continue to get as much skin-to-skin time as possible – with both you and his dad.



Want to know more?

Go to BreastmilkCounts.com for more information, or call the Texas Lactation Support Hotline for 24/7 breastfeeding help at 855-550-6667.





Skin-to-skin is simple,
but powerful.

BREASTFEEDING

is worth the effort.

WIC's expert breastfeeding support includes lactation consultants, peer counselors, breastfeeding classes and a statewide hotline. WIC clients get healthy food, too!



WIC can help.

Start your application online at
TexasWIC.org



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