

TYPES OF BREASTFEEDING POSITIONS

Positioned for love, comfort,
and nourishment – this
World Breastfeeding Week,
find what works for you.



Cradle Hold

Baby lies across the
mother's front with
their head resting in
the crook of her arm



Cross-cradle Hold

Baby is held across the
body with the opposite
arm supporting the
head and neck



Laid back Position

A natural, instinctive hold
where mother reclines and
baby self-latches while
lying against her body



Side lying Position

Both mother and baby lie on their sides
facing each other for relaxed,
hands-free feeding



Reclining Position

Mother leans back in a semi-reclined
position while baby lies tummy-to-tummy
on her chest

Visit the nearest health care facility for more information.

Celebrating World
Breastfeeding Week

August 1 to
August 7



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MINISTRY OF
HEALTH AND
FAMILY WELFARE



CONTINUED BREASTFEEDING BEYOND 2 YEARS

World Breastfeeding Week reminds us:
Breastfeeding beyond 2 years strengthen
bonding between mother and the child



Breastmilk continues
to protect your child
from infections and
illnesses, even after 6
months.



Breastfeed for 2 years
and beyond to ensure
lasting nutrition,
immunity, and
emotional bonding.



Alongside healthy
family foods, continued
breastfeeding provides
essential energy and
protection.



Every feed matters.
Your milk supports
your child's growth,
development, and
defense.



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EARLY INITIATION OF BREASTFEEDING

World Breastfeeding Week reminds us
that the first hour of breastfeeding is a
foundation for life



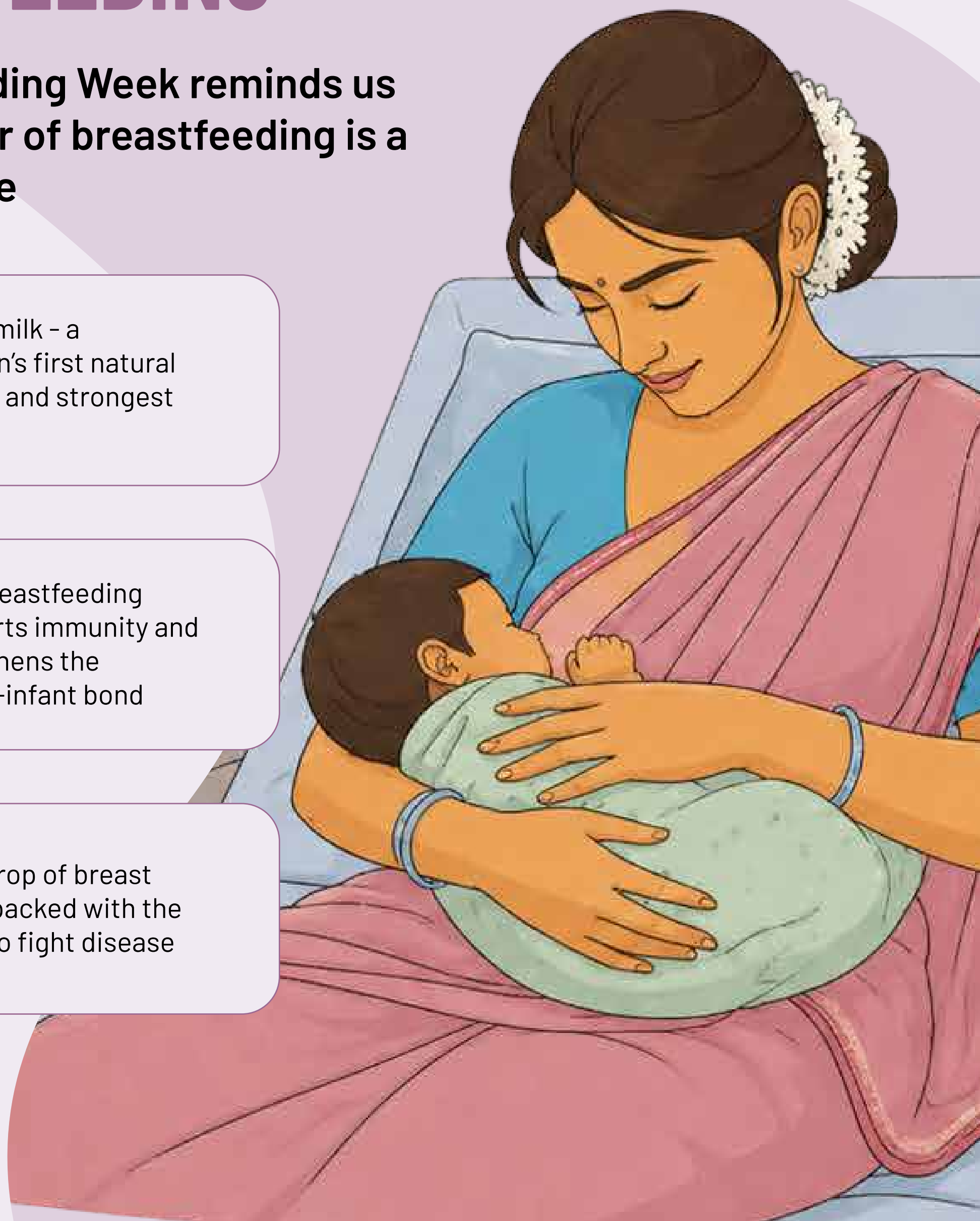
Breast milk - a
newborn's first natural
vaccine and strongest
shield



Early breastfeeding
kickstarts immunity and
strengthens the
mother-infant bond



Every drop of breast
milk is packed with the
power to fight disease



Visit the nearest health care facility for more information.

EXCLUSIVE BREASTFEEDING

Exclusive breastfeeding for first 6 months,
a World Breastfeeding Week promise for lifelong health.

Benefits to the Mother

- Strengthens emotional bonding
- Reduces risk of breast and ovarian cancers
- Promotes faster weight loss and lowers obesity risk



Benefits to the Infant

- A complete, ideal nutrition
- Supports healthy growth and development
- Boosts immunity with protective antibodies
- Aids brain and eye development, improving intelligence
- Prevents hypothermia and regulates temperature
- Lowers risk of obesity, allergies, diabetes, and hypertension later in life



Exclusive breastfeeding, without any additional food or fluids, not even water, for the first six months.

Visit the nearest health care facility for more information.

MYTHS VS FACTS ABOUT BREASTFEEDING

Know better, feed better - break myths
this World Breastfeeding Week



Myth

Breastfeeding isn't important if the mother has low milk supply



Fact

Breastfeeding supports a child's health even with low supply. Frequent feeding and correct positioning can boost milk production



Myth

Prelacteal feeds (foods before initiating breastfeeding) are necessary for newborns



Fact

Prelacteal feeds can disrupt breastfeeding. Babies should be breastfed within one hour of birth and given only breastmilk for the first 6 months



Myth

Infants need water along with breastmilk before 6 months



Fact

Breastmilk alone is enough for the first 6 months - no water needed, and it may be unsafe



Myth

Breastfeeding must stop if the mother becomes pregnant



Fact

Breastfeeding can safely continue during and after pregnancy

Visit the nearest health care facility for more information.

PROPER POSITIONING & ATTACHMENT

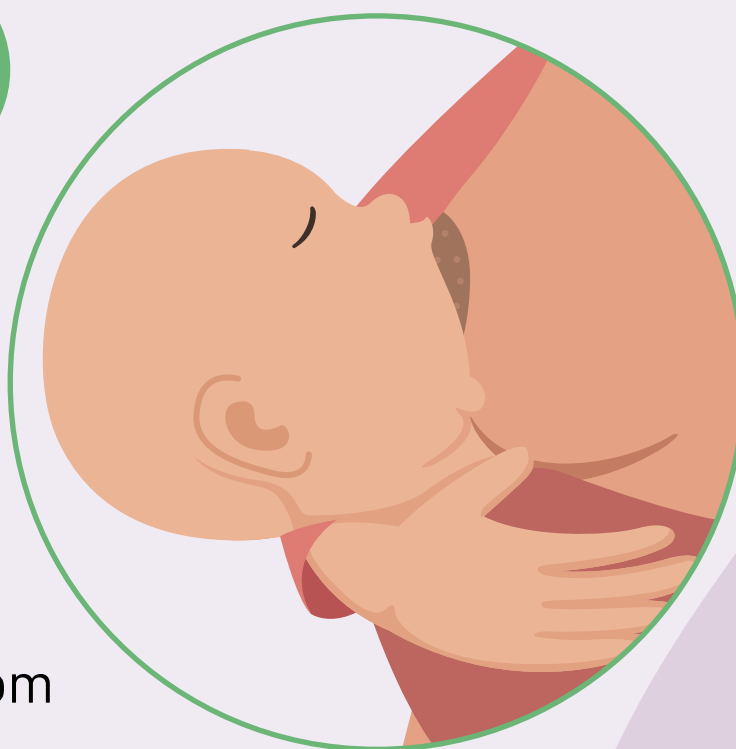
This World Breastfeeding Week, support mothers at every step – from first hold to perfect latch

You can breastfeed in any comfortable position – sitting, lying down, or even standing. If the baby latches well, they will receive enough milk. A mother's positive thoughts, love, and comfort can support milk production

Good attachment



- The baby's chin touches the breast
- The mouth is wide open
- The lower lip is turned outward
- More of the areola is visible above the mouth than below
- This indicates the baby's tongue is positioned correctly to press out milk from the milk sinuses



Bad attachment

- The baby's chin is away from the breast
- Mouth is not wide open
- Lips, especially the lower are curled inward
- More areola is visible below the mouth than above
- Poor access to milk sinuses, resulting in less milk transfer, cracked nipples



A.



B.

**Proper Positions
(Figure A & B)**



C.

**Improper Positions
(Figure C)**

Visit the nearest health care facility for more information.

ROLE OF FATHER & FAMILY MEMBERS IN BREASTFEEDING

Fathers and families play a vital role. This World Breastfeeding Week, let's stand together in support.



Role of a Father

- Encourage and praise your partner for breastfeeding
- Help with household chores so she can focus on feeding the baby
- Ensure calm and quiet environment during feeding times
- Support her emotionally when she feels tired or discouraged
- Attend health visits together to learn about breastfeeding
- Encourage healthy nutritious diet for the breastfeeding mother.



Role of Family Members

- Encourage the mother to continue breastfeeding for 2 years and beyond
- Help by preparing meals and caring for older children
- Protect the mother's rest time to help her breastfeed comfortably
- Avoid giving the baby outside food or water before 6 months
- Offer emotional support and avoid criticizing breastfeeding choices

health care facility

Visit the nearest health care facility for more information.