



## PLAY WITH YOUR BABY



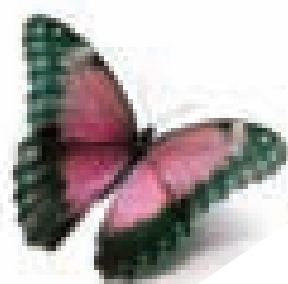
*You can't spoil an infant with too much attention.*

A baby's most important work is play!

Playing helps your baby's brain grow and develop.

Touching and holding a baby helps her feel secure and loved, helps her gain weight and grow more quickly.

Talk to him. Look into his eyes, use gestures, slow your speech and repeat key words. Don't be embarrassed to use a higher-pitched voice – your baby prefers it!



— be smart. be healthy. —  
**right** FROM THE **start**



## COPING *with* CRYING

*Why do babies cry?*



Babies cry for many reasons. They may be hungry, too hot or too cold. They may need a diaper change, or be in discomfort or pain because of fever, illness, teething or colic. They may be overstimulated or just bored. Learn ways to cope with a crying baby.



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## IS IT MORE THAN THE BABY BLUES?



*Many women experience anxiety  
or sadness after giving birth.*

Learn the signs of postpartum depression –  
a serious, yet treatable, medical condition affecting  
one out of eight new mothers within a year after they give birth.  
Postpartum depression is an illness, not a weakness.

You are not alone and there is help.



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## A SAFE NIGHT'S SLEEP FOR YOUR BABY

*Babies sleep safest on their backs and alone in their beds.*

Your baby should sleep **ALONE** in a crib, cradle or bassinet, near a parent or caregiver for the first six months.

It is **NOT** safe for your baby to sleep on an adult bed — with or without an adult. Air mattresses, bean bags, sofas and waterbeds are **NOT** safe places for babies to sleep.

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# GET HEALTHY BEFORE YOU GET PREGNANT

*A healthy lifestyle before and during pregnancy can lead to a healthier baby.*

Babies born to healthy women are  
more likely to be healthy.

Now is the time to get healthy –  
*before* you get pregnant.



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## HEALTHY WEIGHT GAIN DURING PREGNANCY



*Putting on weight during pregnancy with healthy foods makes taking it off a lot easier.*



Healthy weight gain is an important part of pregnancy and gives your baby the healthiest start possible. And it gives you the kick-start to return to your pre-pregnancy weight.

A healthy diet and an exercise program approved by your health care provider may help you stick to the recommended weight gain.



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# BREASTFEED YOUR BABY

*Breastmilk is your baby's best nutrition.*



Breastfed babies have fewer ear infections and are less apt to be overweight as a child.

Breastfeeding is beneficial for you, too. Recent research shows reduced risks of breast cancer, diabetes and high cholesterol.

You'll also get back to your pre-pregnancy weight easier.

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## AFTER YOU DELIVER YOUR BABY

*Be healthy between the end of one  
pregnancy and the beginning of the next.*



Take care of yourself.  
Take care of your baby.

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## PREVENT AND TREAT INFECTIONS

*Infections, such as periodontal (gum) disease, may contribute to preterm (too-early) labor.*



Brush your teeth at least two times a day and floss once a day. See a dentist at least once a year to have your teeth cleaned and gums examined.



Sexually transmitted infections can cause a woman to have problems getting pregnant or cause preterm (too-early) labor once pregnant.

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## AVOID HARMFUL SUBSTANCES

*A pregnant woman never takes risks alone.*



If there's a chance you might be pregnant,  
do not drink alcohol or take drugs.

No amount of alcohol is safe during pregnancy.

Abuse of prescription and illegal drugs is  
not good for you or your baby.

Tobacco use during pregnancy deprives your baby of  
the oxygen needed to develop properly. Your baby is  
twice as likely to be born with a low birthweight.



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