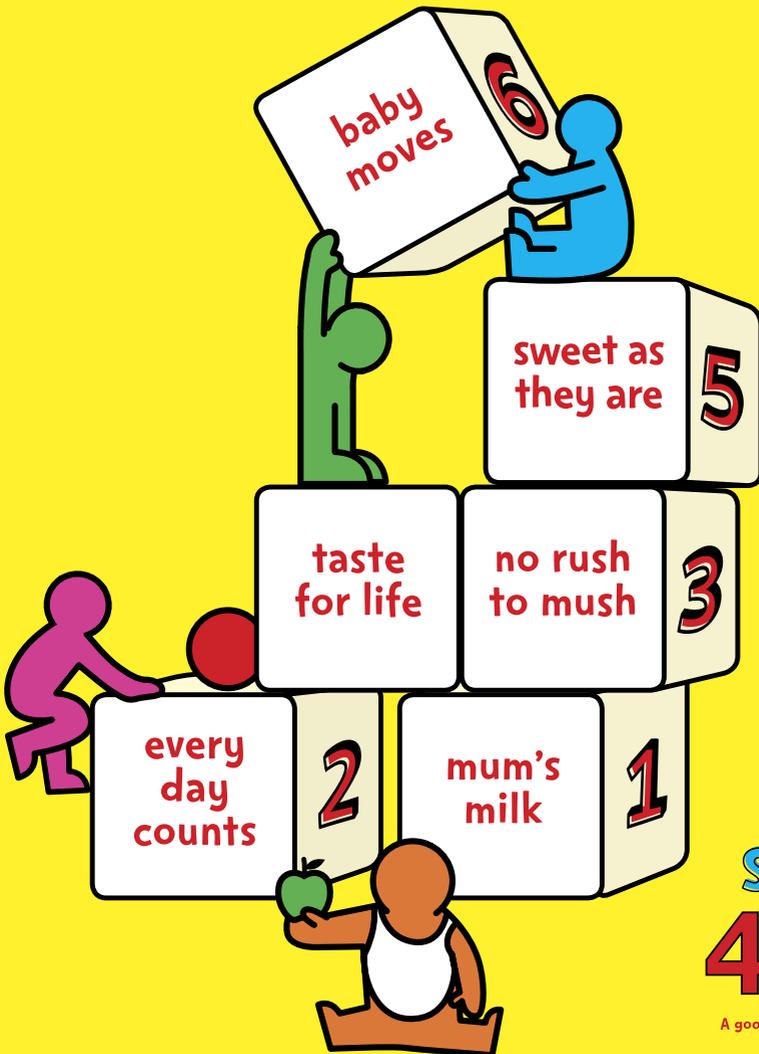




GIG
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building blocks for a better start in life



start
4 life

A good start for a healthier life



welcome... ...to start4life

Happy, healthy babies start here

Welcome to Start4Life. We're here to help you give your baby a healthier start in life.

What happens in your baby's first years has a big effect on how healthy he or she will be in the future. Here are some Start4Life building blocks to help you know what's right for your baby.

These are based on the very latest infant health research, so they may be different from advice that's been around for a while. We now know much more about how mum's milk can protect babies from bugs when they're young. Combined with a healthy diet and activity, mum's milk can also help prevent obesity later in life – and serious related illnesses like heart disease and type 2 diabetes.

If you have any questions about anything in this booklet or any concerns about your baby's health, please contact your health visitor or GP.

The latest baby health research

- The World Health Organisation now recommends exclusive breastfeeding for the first 6 months following a thorough review of scientific studies on the health, growth and development benefits of breastfeeding in 2001
- The World Health Organisation review also found that babies' digestive systems were not developed enough to cope with solid food before they were 6 months old
- The review found no evidence of any benefits of introducing food earlier than 6 months and no deficits in growth of infants exclusively fed breastmilk for 6 months

The Start4life building blocks



mum's milk

building block 1

Why mums are the baby milk experts

Your milk is perfect and uniquely made for your baby's growing needs. Giving your milk to your baby makes a big difference to both your baby's health and yours. Instant formula is made from cow's milk and other ingredients that help protect your baby from infection and disease. Only your body can make those.

There's lots of support available to help you with breastfeeding; just ask your midwife, health visitor, or call the National Breastfeeding Helpline on 0300 100 0212*.



A very special recipe

Mum's milk is packed full of disease-fighting antibodies to help protect babies from getting ill.

In the first few days after birth, it gives your baby a super concentrated boost of special infection fighting milk, often called colostrum. Even after the boost, mum's milk carries on giving your baby the extra ability to fight germs by providing antibodies against any infections you or your baby have been in contact with.

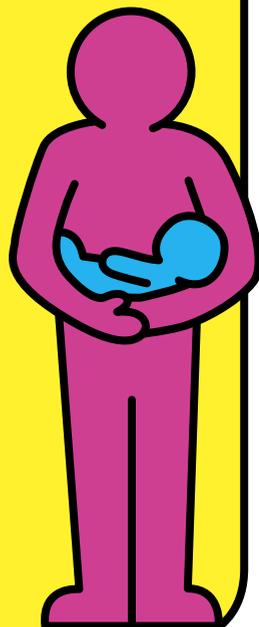
You can find out lots more information on breastfeeding in the Start4Life booklet 'Off to the best start'. Just ask your health visitor or midwife for a copy.

Breastfeeding is good news for babies as breastfed babies have:

- Less chance of diarrhoea and vomiting and having to go to hospital as a result
- Fewer chest infections requiring a visit to hospital as a result
- Fewer ear infections
- Less chance of being constipated
- Less likelihood of becoming obese and developing type 2 diabetes and other illnesses later in life
- Less chance of developing eczema

Breastfeeding is good news for mums as:

- It lowers the risk of mum getting breast and ovarian cancer
- It naturally uses up 500 calories a day
- It saves money – formula feeding can cost as much as £45 a month



Getting help

Almost all mums are physically able to breastfeed, but it can take a little while to get the hang of it. It really helps to get someone to show you the right way to hold and feed your baby.

Your health visitor or midwife is there to help. If you have any difficulties or worries call them straight away.

Call the National Breastfeeding Helpline on 0300 100 0212*.

Go to www.start4life.org.uk for more information on breastfeeding and lots of tips from mums and experts.

every day counts

building block 2

How each day of mum's milk makes a difference to your baby's health

The latest research shows that each day and each week you continue to breastfeed, you're helping to protect your baby against infections to strengthen their ability to fight disease.

Each month of breastfeeding lowers the risk of illnesses that can put babies into hospital. It also helps protect babies against becoming overweight or obese, which means they are less likely to develop diseases like diabetes in the future.

Infant formula can't give your baby all this protection because it's not uniquely made for your baby. The longer you give your baby mum's milk the more they benefit, even when your baby is also eating solid foods from around 6 months.

True or false?

Lots of mums just can't breastfeed.

False. The fact is, only 2% of women are physically unable to breastfeed but many mums find it difficult because often they haven't had the help they need. The good news is there are experts near you who can support you in finding helpful ways to hold and feed your baby. Ask your midwife or call the National Breastfeeding Helpline on **0300 100 0212***.

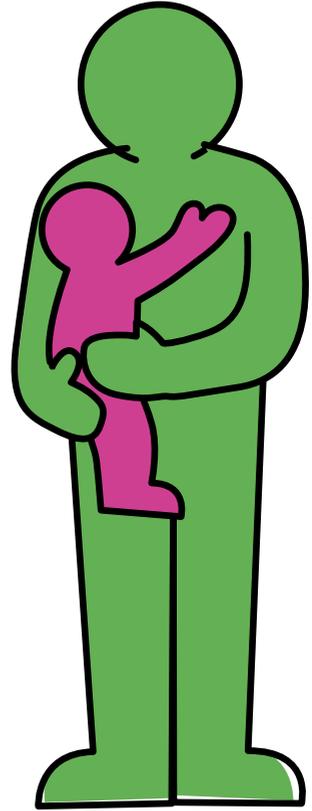


Useful tips

- Breastfeeding is a great opportunity to get closer to your baby as well as a good chance to sit down and relax and grab a book or magazine, have a natter on the phone or watch TV
- If you have to be away from your baby - for example, because your baby is ill or premature, or because you're going back to work - you can express milk so that somebody else can feed your baby
- You'll probably feel quite thirsty. Have a drink beside you before you sit down to breastfeed

You can get expert help from:

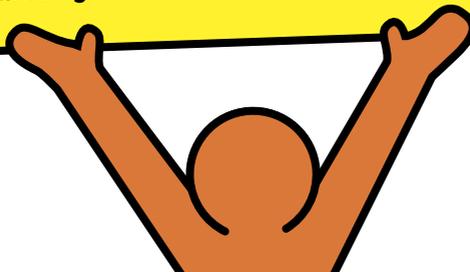
- Your midwife or health visitor
- The National Breastfeeding helpline on **0300 100 0212***



True or false?

It doesn't make any difference if you top up your baby with formula after the first few days of breastfeeding.

False. Giving formula can reduce the protection your baby gets from your milk. The more mum's milk they get, the more able they are to fight off germs and bugs.



no rush to mush

building block 3

Every baby is an individual, but there are 3 signs which, together, show it's time to start solids alongside mum's milk or infant formula.

Your baby is ready if they can:

Stay in a sitting position
and hold their head steady



&



Co-ordinate their eyes, hand and mouth
and look at food. They can pick up food
and put it in their mouth all by themselves.

&

Swallow food. Babies who are not ready will
push their food back out, so they get more
round their face than they do in their mouths!



It's rare for these signs to appear together before 6 months.

Why it's best not to give your baby solid food until they are ready

It takes around 6 months for a baby's digestive system to work properly and cope well with solid food. If you feed them breast milk up to and beyond 6 months it gives them even more protection against infection.

Even if the label on the baby food says from four months, the latest research shows that your baby's digestive system isn't ready for solids until around 6 months.

Top tips

- Don't worry if your baby starts waking in the night. They may be teething or having a hungry spell. Extra milk is all they need
- And don't worry about having enough milk. Just feed your baby when they are hungry - your body will make more milk to keep up
- Waiting till your baby is ready saves you a lot of time too as they will quickly be able to feed themselves
- Always stay with your baby when they are eating to make sure they don't choke
- You'll find lots of helpful tips on what to feed your baby over the page'



True or false?

Babies who are big for their age need solids earlier than other babies.

False. It's easy to see why people might think that, but this is generally not the case. Babies are ready for solids when their digestive systems are developed enough to cope at around 6 months.

taste for life

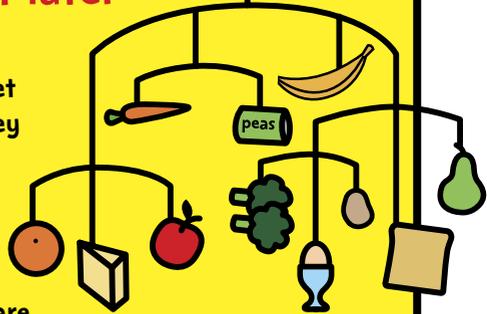
building block 4

Giving your baby a variety of food now may stop them turning into a fussy eater later

Babies like the food they get used to. If you give them very salty, fatty or sweet foods and drinks when they are little they are more likely to want them when they are older -and you've got yourself a fussy eater!

But if you give them lots of different healthy foods when they are little they are more likely to keep eating the good stuff as they grow. Giving them a range of healthy food from the beginning is great because it's really hard to change what they eat when they are older. Just ask any mum!

You'll find lots more information on feeding your baby in the Start4Life booklet 'Introducing solid foods'. Just ask your health visitor for a copy.



True or false?

You shouldn't give your baby extra solids to stop them crying.

True. Babies learn very quickly to use solids as a comforter, which could lead to weight problems in later life. So only feed your baby if they're hungry. Otherwise a cuddle or mum's milk is always best.

First foods first!

Once your baby is about 6 months old he or she is ready to start eating some solid foods. This handy timeline gives you an idea of what you could give at each stage:

From 0–6 months

Mum's milk or infant formula (follow-on formula is not suitable for babies below 6 months).

From 6 months

First foods: Keep feeding mum's milk or infant formula, but don't give cow's milk as a drink. Fruit and veg like cooked parsnip, potato yam, sweet potato, carrot, avocado, pear or cooked apple. Grabbable baby sized bits of soft ripe banana. Baby rice mixed with milk.

Next foods

Healthy foods like meat, fish, pasta, noodles, bread, chapatti, lentils and mashed rice plus hard boiled eggs, full fat cheese and low sugar yoghurt, fromage frais or custard.

From 12 months

3 meals a day, chopped if required, plus milk.

Try healthy snacks like fruit, vegetable sticks or toast and rice cakes too.

They can drink whole milk and have full fat dairy products. Choose full fat because children under 2 need the extra

fat and vitamins in full fat dairy products. From 2 years old if they are a good eater and growing well they can have semi-skimmed milk.

From 5 years old, skimmed milk is ok.

Not ready till around 6 months.



sweet as they are

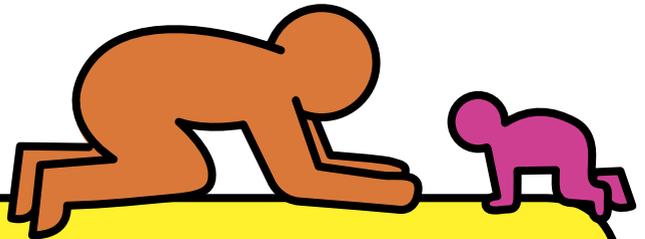
building block 5

How to avoid giving your baby a sweet tooth

If you give your baby sweet things they are likely to get a taste for it. In fact giving babies stuff with added sugar can cause serious problems. Here's why sugar is not so sweet:

- Sugar can rot their tiny teeth. Drinks with added sugar are really bad news for baby teeth
- Sugar gives babies a higher risk of becoming overweight or obese which can lead to type 2 diabetes, heart disease and some cancers in later life
- Giving babies sugary things makes them more likely to pester for more

You can give water with meals instead of sugary drinks and healthy treats like fruit or breadsticks. Non-food rewards are even better, like a trip to the park.



True or false?

It's best to stick to the foods your baby likes.

False. Babies like familiar foods, so they're unlikely to eat something the first time they try it. But habits are formed between 6 and 12 months, so if you keep offering different healthy foods, there's more chance they'll eat healthier when they're older.

Healthy snacks

Instead of ...

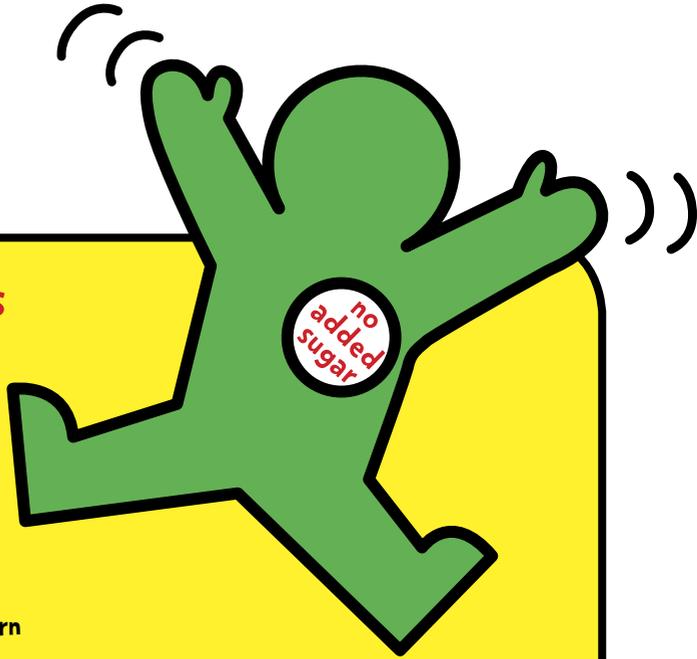
Chocolate
Sweets
Biscuits
Cakes
Pastries
Ice cream
Sugared or toffee popcorn
Crisps

... Try

Canned fruit in natural juice
Fresh fruit
Unsweetened yoghurt with fruit
Frozen, unsweetened yoghurt
Frozen fruit
Rice pudding or porridge (with no added sugar or salt)
Baked fruit like apples and rhubarb
Bread rolls, toasted bread, bread sticks, rice cakes, or bagels

Sneaky sugars

Foods like rusks, dried fruit, baked beans, baby food and drinks like sweetened fruit juice, milk shakes, flavored yoghurts and flavoured water can actually contain lots of sugar. Always check the label first.
No added sugar



baby moves

building block 6

Why it's important for all little ones to be lively and active

Being active takes brain and muscle power and plays an important part in your baby's development.

Babies love moving about but they can't always do it on their own. That's where you come in!

- Play with your baby and help them do new movements and explore their surroundings
- The more they kick their legs, crawl, toddle (and walk, jump and run when they're older), the more likely they are to enjoy being active when they grow up
- If they burn energy by moving around it may help them to sleep too

Research shows that inactive babies have less opportunity to develop than active babies. So it's important not to keep them in a pram or rocker for too long. If they get used to being inactive it may cause weight problems when they are older.

Here are some ideas to help you get them going. .



Ideas for active play

Babies just love...

Cuddles and wriggles

Getting them out of their cot or rocker for a cuddle and a game of peek-a-boo is a great way of getting them to move their muscles. They also love kicking their legs and wriggling about, so put down a soft mat and give them lots of space to wriggle around and play.

Singing and talking

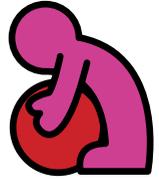
Babies love being sung to and talked to. So sing a nursery rhyme or a song, clap their hands gently or rock them to the rhythm.

Playing

Any play is a great way for babies to interact and be active, even when they're tiny. Most leisure centres have mother and baby classes or soft play areas, or you can take them to the park or to your local baby swimming pool. Just playing at home with toys or mum or dad is great too.

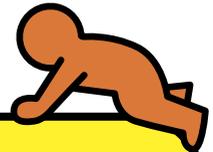
Crawling about

It's their first chance to explore and the living room is full of adventure! Make space for them to move freely, easily and safely by moving anything sharp, heavy or breakable out of their reach.



Toddling around

Practice makes perfect so try and make sure your baby is free to toddle around (keep them away from stairs). And why not let them toddle along for a bit when you're out with them?



Things to watch

It's important that your baby is free to move around. Here are some things to look out for.

Baby signs

Babies can't move if they're strapped in a rocker or if their clothes make it difficult because they're too small or too big. Even little dresses can stop them moving. Watch for your baby looking fidgety and give them some room to move around.

TV

Babies that watch too much TV will get less chance to be active, so try and reduce their time in front of the telly and encourage them to be active instead.

Rockers

Babies who are strapped into rockers don't get the freedom to move around. It's fine to use them sometimes, but making a safe space for them to explore and wriggle around instead will keep them happy and healthy.

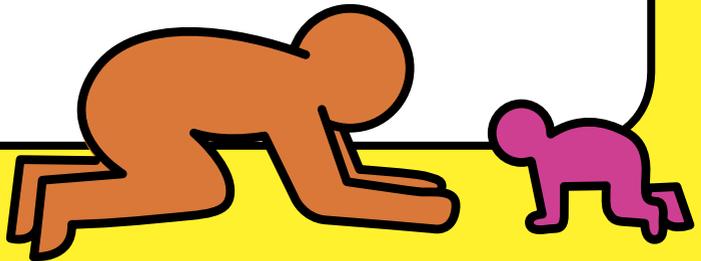
We're here to help you

If you need to talk to someone about anything in this booklet, or anything to do with your baby's health, please ask.

You can:

- Talk to your midwife or health visitor and ask them for booklets about how to get established with mums' milk and how to introduce solid foods.

When you have finished with this leaflet please recycle it



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A good start for a healthier life