

PARENTS & BABIES

Babies Were Born To Be Breastfed

The exclusive breastfeeding rate at six months among African-American mothers has only reached 9 percent.

Even though breastfeeding has been shown to help prevent a variety of health problems in infants, the U.S. has the lowest rate of breastfeeding in the world- and African-American women have some of the lowest rates among America's mothers. Breastfeeding has been shown to help prevent the development of ear infections, diarrhea, respiratory diseases such as asthma, pneumonia, and bronchitis and help prevent children from becoming obese or overweight.

Yet, in 2003, only 51 percent of African-American mothers breastfed their infants in the early postpartum period, with that figure dropping to 24 percent at six months. By six months, the number of mothers breastfeeding their children exclusively drops to 9.8 percent.

According to the U.S. Department of Health and Human Services' Office on Women's Health (OWH), breastfeeding offers babies many nutritional advantages. Breast milk contains 200 different infection-fighting antibodies that help protect infants from bacteria and viruses. As a result, breastfed babies are sick less often and have fewer doctor's visits.

While many women know that breastfeeding is the best nutrition for babies and are generally aware of its advantages, fears and doubts about their lack of success and the perceived inconvenience often outweigh the benefits. Many people are now aware that there are risks associated

with not breastfeeding.

To illustrate the risks the Ad Council and OWH have launched a new campaign, "Babies were born to be breastfed."

"Like our campaign says, 'Babies were born to be breastfed,'" according to the U.S. Department of Health and Human Services. "Breastfeeding exclusively for six months is a powerful way to get a newborn off to a healthy start in life. This campaign will provide mothers with the information and the motivation to breastfeed."

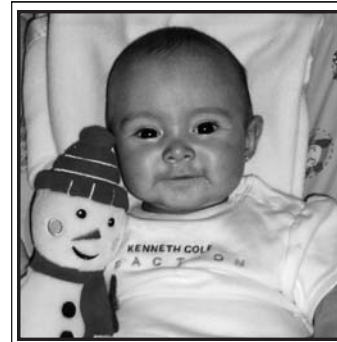
The campaign includes television, radio, newspaper, magazine and outdoor PSAs that communicate the importance of breastfeeding. The television ads feature women taking extreme risks that would not be advisable during pregnancy and say, "You'd never take risks while you're pregnant. Why start after?"

All of the public service announcements conclude with the campaign tagline and direct audiences to call 1-800-994-WOMAN or visit www.4woman.gov to learn how they can protect their children by breastfeeding.

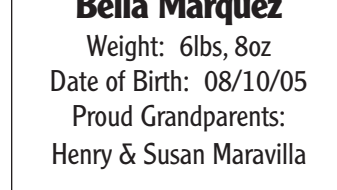
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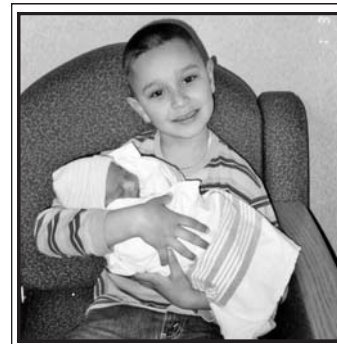
Christian W. Hamlet
Weight: 34lbs
Date of Birth: 5/17/04
Proud Parents:
Jason & Kris Hamlet



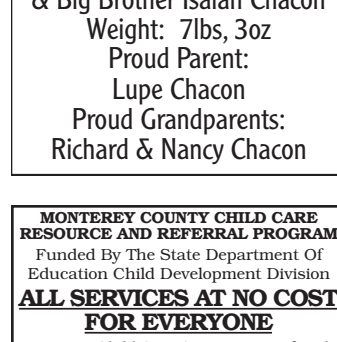
Jaden Andrew Jackson
Weight: 6lbs, 12oz
Date of Birth: 04/03/05
Proud Parents:
Darren & Melissa Rocamora Jackson



Bella Marquez
Weight: 6lbs, 8oz
Date of Birth: 08/10/05
Proud Grandparents:
Henry & Susan Maravilla



Josiah Chacon
& Big Brother Isaiah Chacon
Weight: 7lbs, 3oz
Proud Parent:
Lupe Chacon
Proud Grandparents:
Richard & Nancy Chacon



Jason Joaquin Mendoza
Weight: 8lbs, 4oz
Date of Birth: 02/28/05
Proud Parents:
Ozzie & Alicia Mendoza

MONTEREY COUNTY CHILD CARE RESOURCE AND REFERRAL PROGRAM
Funded By The State Department Of Education Child Development Division
ALL SERVICES AT NO COST FOR EVERYONE
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• Technical Assistance For Child Caregivers
• Toy Lending Library For Licensed Child Caregivers
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FOR MOTHERS

Heartfelt Words Of Wisdom From Moms To Moms

Many moms will agree that the best advice on pregnancy and motherhood often comes from other moms.

The 'Share Your Good Start Story' contest recently invited moms from coast to coast to share their best tips, personal stories and heartfelt words of wisdom for the benefit of other moms.

Here are some of the unique stories and helpful tips selected from the more than 5,000 entries to the contest sponsored by Nestlé® Good Start® Infant Formulas:

- Keep track of baby's development and medical records from the start. "To understand my baby's habits and tendencies, I made a chart similar to the one that they use in the hospital. I noted when each feeding was used and how much formula was used. Within a few weeks I could see a very consistent pattern for feeding."

-Jill F., Sagamore Hills, Ohio

- "In order to easily keep track of all the medical information for my entire family, I use a binder to list the date, which doctor was seen, the reason for the visit, and any medications that were prescribed."

-Debra W., East Northport, New York

- Prepare as much as possible before baby comes. "During pregnancy, take a

cooking class with your partner to learn how to best prepare and freeze meals. It was a lifesaver for us in the first few sleep-deprived weeks!"

-Lisa R., Buffalo Grove, Illinois

- Involve your spouse in feedings. "From the very outset, we oriented ourselves around giving my husband responsibility for the last feeding of the day. This gave him a chance to participate and me a chance to sleep. He carefully researched formula choices and decided on Nestlé Good Start. The net result was that we both felt utterly bonded and in love with our new daughter."

-Emily M., New York, New York

- Pamper yourself during your pregnancy. "Plan several 'mommy alone' trips to places you won't be able to go with a new baby."

-Leigh B., Winchester, Virginia

- Keep multiple diaper bags stocked for different outings. "The first bag is small for sudden outings and has the basic necessities, including Good Start formula. The second bag also includes toys and extra clothing. The third bag, for long drives and air travel, has bathing supplies and medicine."-Kulsoom A., Baton Rouge, Louisiana

In addition to offering tips, more than one in five moms that entered the contest praised Nestlé Good Start Infant Formulas for helping their baby get off to a good start with nutritious and gentle formula. "We first supplemented with the brand of

formula given to us by our pediatrician, but found our daughter crying while taking the bottle, spitting up frequently, and generally unhappy around feedings. I worried that every formula we would cause these problems, but we decided to try Nestlé Good Start Supreme DHA & ARA with Comfort Proteins. My husband and I were happy that it contained DHA and ARA, like breastmilk, and my daughter seemed to digest it easily. We are expecting our second child and know that breastfeeding and supplementing with Nestlé Good Start will be a very good start for our new baby."

-Jane M., Princeton, New Jersey

Moms can view more entries from the 'Share Your Good Start Story' contest online at www.verybestbaby.com. The site offers many resources for expecting, new and experienced moms, such as answers to commonly asked questions about pregnancy and infant care from healthcare professionals.

Nestlé believes that breastfeeding is the gold standard in infant nutrition. However, for those moms who cannot or choose not to breastfeed, or who choose to supplement, formulas such as Nestlé Good Start Supreme DHA & ARA with Comfort Proteins® provide infants with all the nutrients they need for growth and development.

"Moms share with us about getting off to a 'Good Start' with baby."

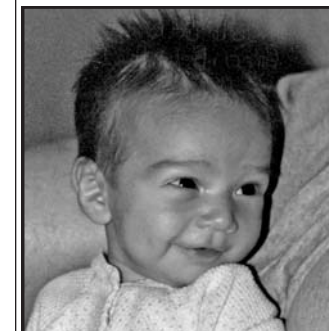
NAPSI



Krishneet Aryan Raj
Date of Birth: 09/06/04
Proud Parents:
Ugendra Raj and Anjani Lata
We Love you!



Jewealeah Kathyrine Hasegawa
Weight: 6lbs, 14oz
Date of Birth: 10/14/05
Proud Parents:
Christina Dacpano & Oscar Hasegawa
Proud Grandma:
Margaret Hasegawa



Matthew Raymond Harp
Weight: 7lbs, 19^{1/2} in
Date of Birth: 7/8/05
Proud Parents:
David & Karen Harp



Adam Hester
Date of Birth: 10/10/01
Proud Grandparents:
Henry & Susan Maravilla



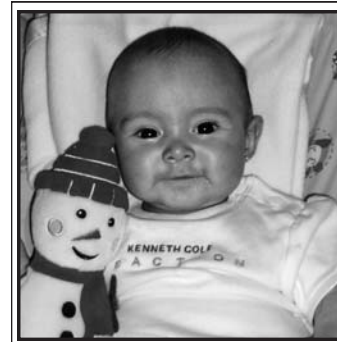
Tristan Harrod Jeffries
Weight: 6lbs, 9oz
Date of Birth: 02/22/05
Proud Parents:
Lori Harrod Jeffries & Jim Jeffries



Oscar Montiel, Jr.
Weight: 8lbs, 10.5oz
Date of Birth: 12/06/05
Proud Parents:
Oscar & Amanda Montiel



Jaden Andrew Jackson
Weight: 6lbs, 12oz
Date of Birth: 04/03/05
Proud Parents:
Darren & Melissa Rocamora Jackson



Bella Marquez
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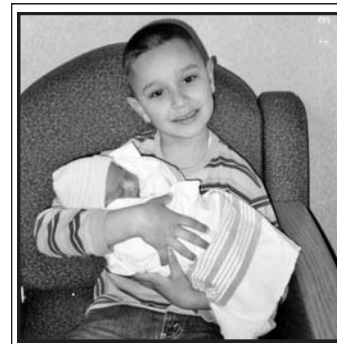
Paula Ortiz Lopez
Weight: 7.8lbs
Date of Birth: 09/14/05
Proud Parents:
Andy & Marie



Devyn Janessa Medina
Weight: 7lbs, 13oz
Date Of Birth: 02/01/05
Proud Parents:
Marcus & Brittani Medina
Proud Grandparents:
Ruben & Jane Medina
Proud Auntie:
Annette Flores



Jaelene Victoria Martinez
Weight: 9lbs, 13oz
Date of Birth: 3/24/05
Proud Parents:
David & Vickie Martinez



Josiah Chacon
& Big Brother Isaiah Chacon
Weight: 7lbs, 3oz
Proud Parent:
Lupe Chacon
Proud Grandparents:
Richard & Nancy Chacon



MADONNA DEL SASSO SCHOOL

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Madonna del Sasso School is a preschool through eighth grade co-educational school dedicated to motivate, instruct and nurture children in the beliefs, practices and values of the Catholic community integrated with the highest standards of academic excellence. Madonna del Sasso School admits students of any race, color and national or ethnic origin.