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Mom Is Breastfeeding Coloring book
Noodle Soup of Weingart Design, 2011
16 pages, line drawings, stapled leaflet, (Item # 2990), US $0.52
Orders: www.noodlesoup.com; tel: (216)881-0083; fax: (216) 881-7177
URL: www.noodlesoup.com

Noodle Soup's new **Mom Is Breastfeeding Coloring book** is an excellent promotional item for IBCLCs, breastfeeding support counselors, childbirth educators, doulas, and anyone coming into frequent contact with new moms.

This booklet begins on the inside cover with a list of "10 good reasons to breastfeed" and includes 16 pages of line drawings with simple text such as "Mom breastfeeds to keep the baby healthy" (p. 5), "Mom breastfed me, too" (p. 7), and "Dad plays with me when Mom is breastfeeding" (p. 11). The **Mom Is Breastfeeding Coloring book** can be used as a coloring book for toddlers and preschoolers, as intended. It also works as a sweet stand-alone book that normalizes breastfeeding for young children. All three of my children (ages 16 months to 6 years) were interested in coloring the pages of this book, and it was easy to remove the staples to allow them to each have their own page to color. After they finished, we reassembled the book and enjoyed snuggling on the couch to read and admire their artwork.

The book includes several subtle messages designed to help a toddler or preschooler adjust to the new sibling relationship without seeing breastfeeding as a threat. The messages are simple and not overbearing, emphasizing the older sibling's continued special role in the family.

As a La Leche League Leader, the price of $0.52 each is low enough for me to want to keep several of these on hand to occupy busy toddlers during our meetings. This book is so inexpensive and engaging, Lactation Consultants might enjoy using it to promote their practices by placing a sticker on the back and distributing the book to pediatricians and other professionals to make available in their waiting rooms. The book would also make a great give-away for World Breastfeeding Week promotions.

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