

A Guide for Expecting Mothers





MATERNAL NUTRITION



Nutritional health, before and during pregnancy, **influences the health of the developing baby**



During pregnancy, **women have increased dietary requirements to support changes in maternal tissues, metabolism, and fetal growth and development**

NUTRITIONAL CHALLENGES DURING PREGNANCY



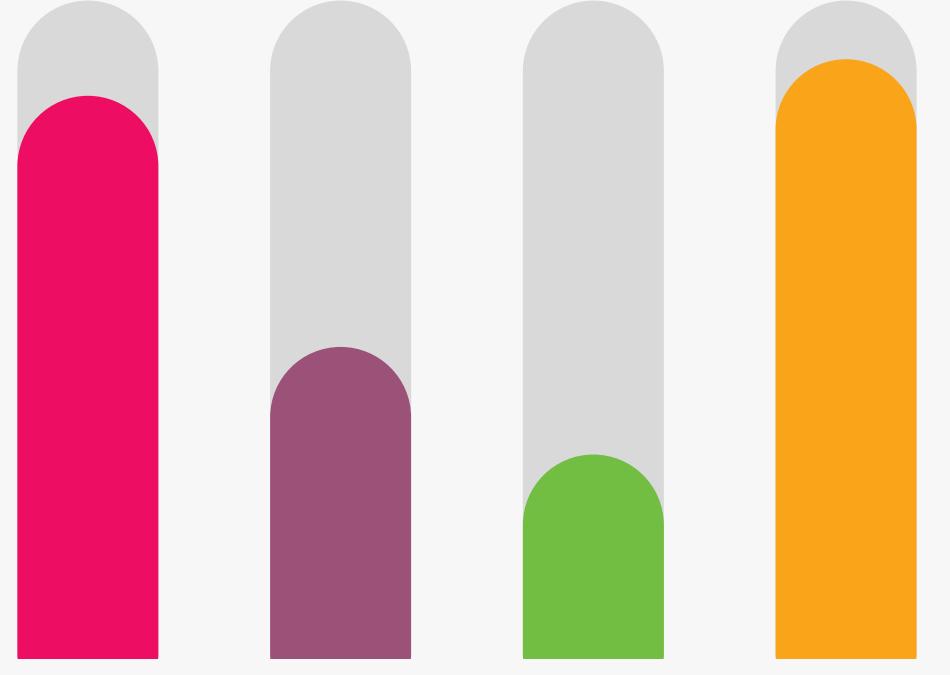
32% of women are **ignorant about**
consuming a balanced diet



93% of women **consume sugar-containing foodstuff**

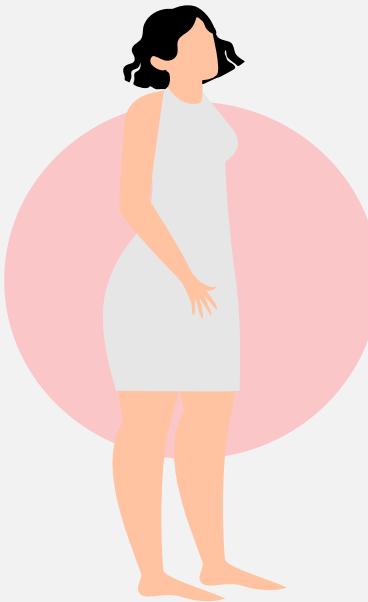


~69% of women **consume an inadequately diversified diet**



Prevalence of micronutrient deficiencies in pregnant women in India

NAVIGATING 40 WEEKS: KEY TRIMESTER MILESTONES



Trimester 1 (Week 1-13)

- › Physical Changes (Fatigue, nausea, tender breasts)
- › Uterus Expansion



Trimester 2 (Week 14-26)

- › Visible Bump
- › First flutters felt
- › Increased Energy



Trimester 3 (Week 27-40)

- › Weight Gain
- › Shortness of Breath & Heartburn
- › Braxton Hicks / "Practice" contractions



Postpartum

- › Uterus Shrinks
- › Milk production
- › Baby blues and depression

YOUR NUTRITIONAL NEEDS: TRIMESTER-WISE BREAKDOWN

Trimester 1 (Week 1-13)



Calorie Needs: No extra calories are needed

Focus Nutrients:

- › Folate
- › Iodine
- › Vitamin D

Focus on quality, not quantity

Trimester 2 (Week 14-26)



Calorie Needs: Extra 340 calories per day

Focus Nutrients:

- › Carotenoids
- › Folate
- › Iron
- › Omega-3

Increased need to support the baby's growth

Trimester 3 (Week 27-40)



Calorie Needs: Extra 450 calories per day

Focus Nutrients:

- › Calcium & Vitamin D
- › Carotenoids
- › Choline
- › Iodine
- › Iron
- › Omega-3

Supports rapid fetal growth and brain development

STEP-BY-STEP GUIDE TO LATCHING ON

1. Hold your baby's whole body close with their nose level with your nipple



2. Let your baby's head tip back a little so that their top lip can brush against your nipple.
This should help your baby to make a wide, open mouth



3. When your baby's mouth opens wide, their chin should be able to touch your breast first, with their head tipped back so that their tongue can reach as much breast as possible



4. With baby's chin firmly touching breast and their nose clear, their mouth should be wide open. More of the areola should be visible above the top lip than below the bottom lip

FIRST 10 DAYS WITH YOUR NEWBORN: WHAT TO EXPECT

Gains about 2/3 of an ounce every day



Suckles, burps, and has first bowel movement



Umbilical cord will gradually dry, become black and then fall off



Sleeps for 16–18 hours a day



Eats 8–12 times a day if breastfeeding



Swelling & cone-shaped heads are normal & resolve shortly