

# Thinking about breastfeeding your baby? Sign up for Mobile Milk!



**Mobile Milk** is a text messaging service\* that encourages and supports **breastfeeding**. To sign up for text messages, anyone who is pregnant or has given birth can text MILK to 55676.

Text messages will start during your third trimester at 28 weeks and continue until your baby is 4 months old. You can sign up at any time during your pregnancy or after birth. After your baby is born, you will receive a few text messages per week with guidance and support for breastfeeding.

**We deliver the supportive messages.  
You deliver the milk.**

For more information, visit [nyc.gov/health](https://nyc.gov/health) and search for **breastfeeding**.

\*Standard text message and data rates may apply. Text STOP to quit and HELP for more information.

Prenatal text message example:



**NYC**  
Health