

# Breastfeeding Promotion and Support in WIC

Birth To Three  
July 29, 2014

# Mission



WIC is mandated to serve as an adjunct to good health care during critical times of growth and development, in order to prevent the occurrence of health problems, including drug and other harmful substance abuse, and to improve the health status of eligible infants, mothers and children.

# Population WIC Serves

- Women
  - pregnant
  - postpartum (up to 6 months)
  - breastfeeding (up to 1 year)
- Infants (up to 12 months)
- Children (up to 5 years)



# WIC Benefits

- Supplemental foods
- Nutrition education
- Breastfeeding promotion and support
- Referrals to health and social services





# Breastfeeding Is a Priority in the WIC Program



# Breastfeeding Promotion and Support in WIC

- Anticipatory guidance, counseling, and breastfeeding educational materials
- A greater quantity and variety of foods
- Longer participation in the Program
- Breastfeeding aids such as breast pumps, breast shells, etc.

# USDA National Breastfeeding Campaign

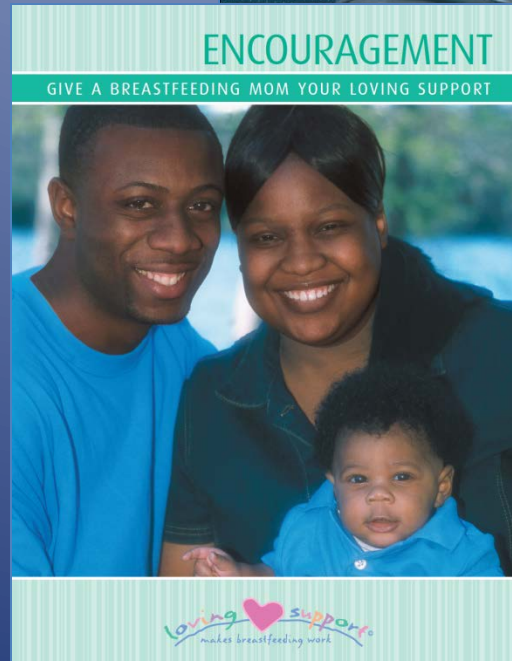
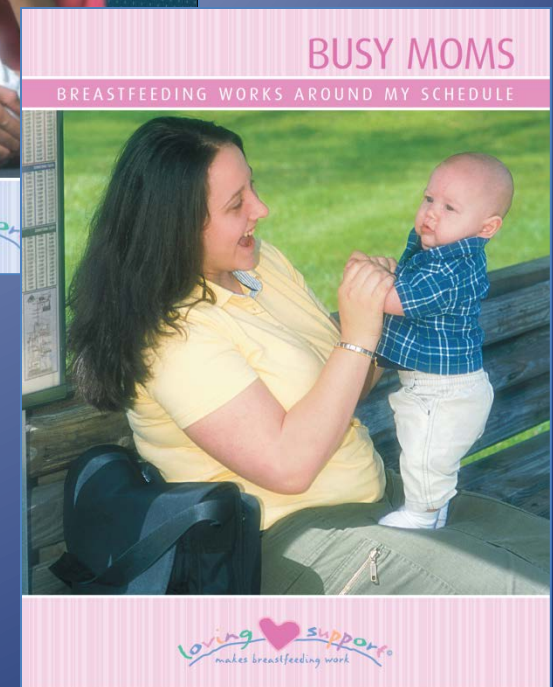


This campaign was launched in 1997 and emphasizes that the support of family and friends, the health care system, and the community are all important for a breastfeeding mother to be successful.



# Key Barriers

- Embarrassment
- Time and social constraints
- Lack of social support





# Breastfeeding

## A Magical Bond of Love



Loving Support®  
Through Peer Counseling:

## A JOURNEY TOGETHER





# Peer Counseling in WIC



- Adds critical dimension to WIC's efforts to help women initiate and continue breastfeeding
- Goal: Integrate breastfeeding peer counseling as a WIC core service in all WIC clinics as possible.

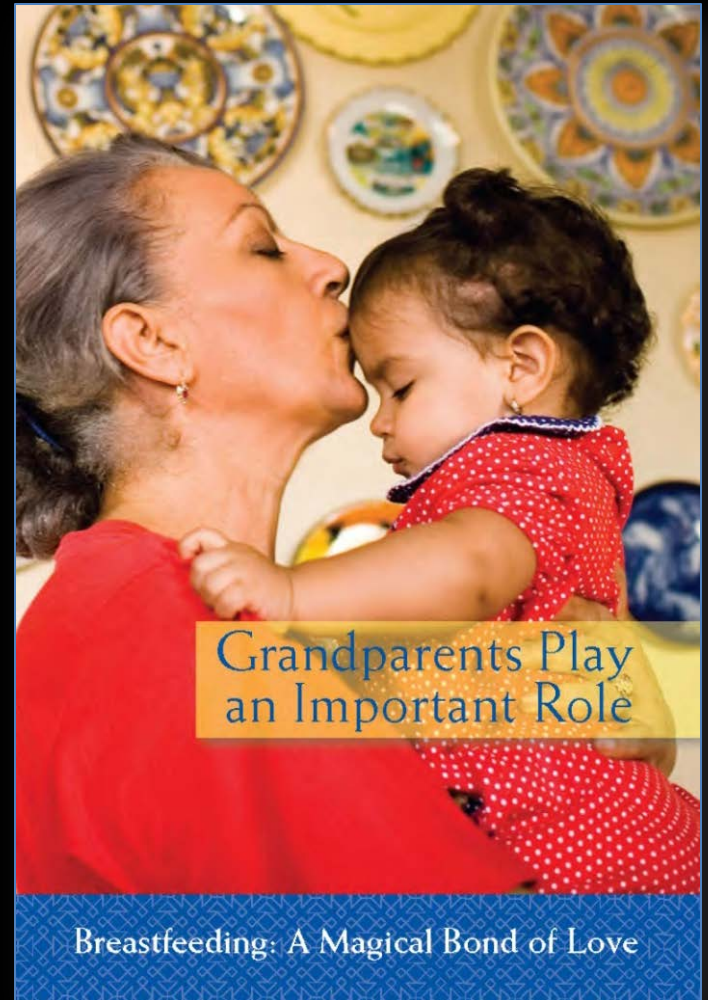
# Breastfeeding

A Magical Bond of Love

Breastmilk  
has everything  
our baby  
needs.

My mom's  
breastmilk makes  
me healthy and  
smart. I'm off to  
a great start!

By giving me  
only breastmilk,  
my mom makes  
all the milk  
I need.



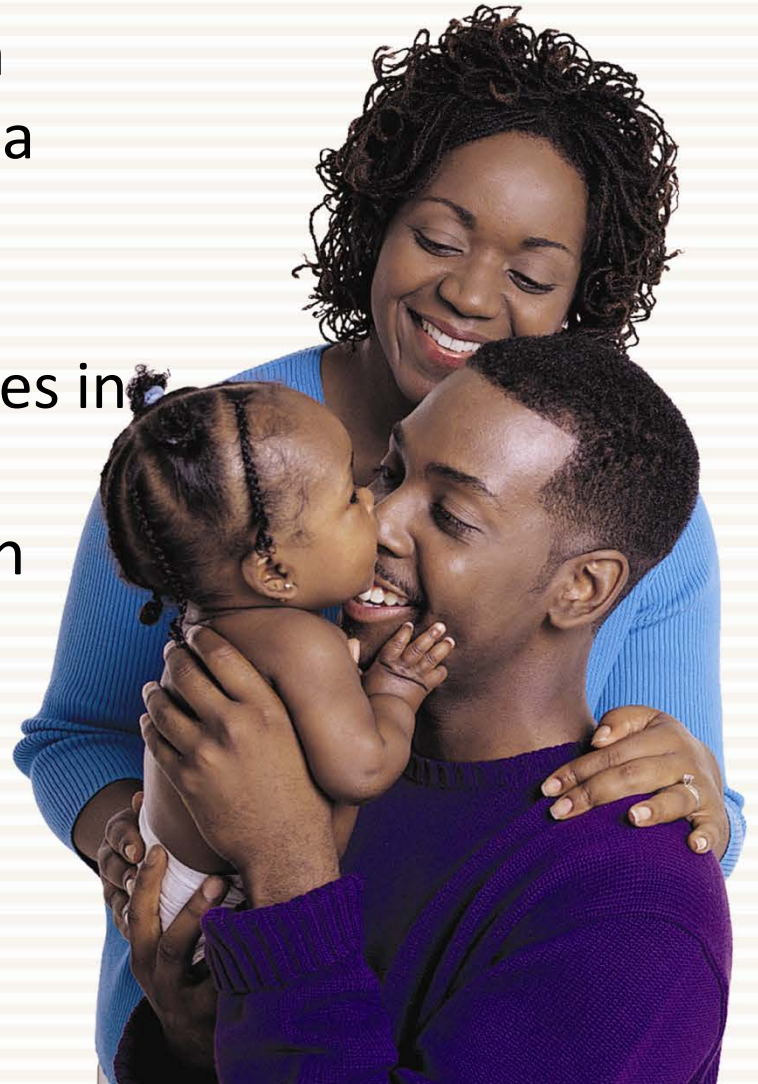
Grandparents Play  
an Important Role

Breastfeeding: A Magical Bond of Love



# Fathers Supporting Breastfeeding

- Project targeted to African American fathers so they may positively impact a mother's decision to breastfeed.
- To address racial and ethnic disparities in breastfeeding rates with culturally appropriate strategies to reach African American women.



- Highlights WIC's commitment and success in breastfeeding promotion and support
- Invites stakeholders and health care professionals to partner with WIC
- Targets health care providers, health care organizations, policy makers, and other stakeholders



# Partnering with WIC for Breastfeeding Success

# Using *Loving Support* to Grow and Glow in WIC: Breastfeeding Training for Local WIC Staff



# How can Early Head Start programs work with WIC?

- Get to know State and local Breastfeeding Coordinator
- Join State or local Breastfeeding Coalition
- Refer EHS Moms/children to WIC
- Collaborate on joint nutrition/breastfeeding education or health assessment activities
- Use WIC materials to educate EHS staff



# WIC Works Resource System

## <http://wicworks.nal.usda.gov>



United States Department of Agriculture

# WICworks

## RESOURCE SYSTEM

Home | About WIC Works | What's New | Topics A-Z | WIC Learning Online | Sharing Gallery | WIC-Talk | Databases | Contact Us | Help

### Search WIC Works

- Search all USDA
- Advanced Search
- Search Tips

### Browse by Subject

- Pregnancy
- Breastfeeding
- Infants
- Children
- Assessment Tools
- Nutrition Education
- Nutrition Services Standards
- Food Packages

### Home



**Vegetarian Nutrition Resource List**



**Children's Mental Health Awareness Week May 4-10**



**Substance Use Prevention: Screening, Education and Referral Resource Guide for Local WIC Agencies**



**New VENA Webinar (in Training Center)**



**Loving Support Through Peer Counseling: A Journey Together**



**WIC Learning Online Budgeting Course**



**Updated WIC Nutrition Services Standards**



**Immunization Webinar for WIC Staff**

### I Want To

- Take online training
- Print growth charts
- Download images
- Find participant resources
- Order free publications
- View outreach mailings
- Find events

Last Modified: May-06-2014

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