HOW THE WIC PROGRAM Supports Breastfeeding

WHY IT’S IMPORTANT TO SUPPORT BREASTFEEDING

BREASTFEEDING BENEFITS:

**Mothers**
- May reduce risks, such as:
  - Breast cancer
  - Ovarian cancer
  - Type 2 diabetes
  - Postpartum depression

**Babies**
- May reduce risks, such as:
  - Obesity
  - Lower respiratory infections
  - Type 2 diabetes
  - Asthma
  - SIDS (sudden infant death syndrome)

**Society**
- "90% of women breastfed exclusively for 6 months, it could result in nearly $13 Billion saved in the U.S. each year.
- 1,000 infant deaths prevented each year.

CDC 2011 BREASTFEEDING REPORT CARD

- 79% of U.S. mothers initiated breastfeeding
- 49% of U.S. mothers still breastfeeding after 6 months

HOW THE WIC PROGRAM HELPS

WIC promotes breastfeeding as the optimal infant feeding choice.

THE WIC PROGRAM PROVIDES

- Breastfeeding Peer Counselors
- Lactation Consultants
- Classes & Support Groups
- Educational Materials
- Hotlines for Questions

BREASTFEEDING INITIATIVES

- **2004**
  - Past WIC participants support women learning to breastfeed with launch of "Breastfeeding Peer" Counselor initiative.

- **2011**
  - Institute of Medicine holds workshop to update "Lactation Support" campaign to reflect changes in today's infant milk.

- **2009**
  - Mothers who are exclusively breastfeeding get more healthy food with introduction of enhanced WIC food package.

- **1997**
  - USDA implements "Loving Support Makes Breastfeeding Work" campaign to increase rate of breastfeeding among WIC mothers and improve public support of breastfeeding.

% WIC INFANTS BREASTFEEDED*

*Percentage of WIC infants aged 0-19 months who were currently breastfeeding or breastfed some time, 1998-2014

SOURCES

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National WIC Association