

HOW THE WIC PROGRAM Supports Breastfeeding

WIC provides nutrition and breastfeeding education, nutritious foods, and improved healthcare access for more than 8 million at-risk low-income women, infants, and children.

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

If **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
breastfed at 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



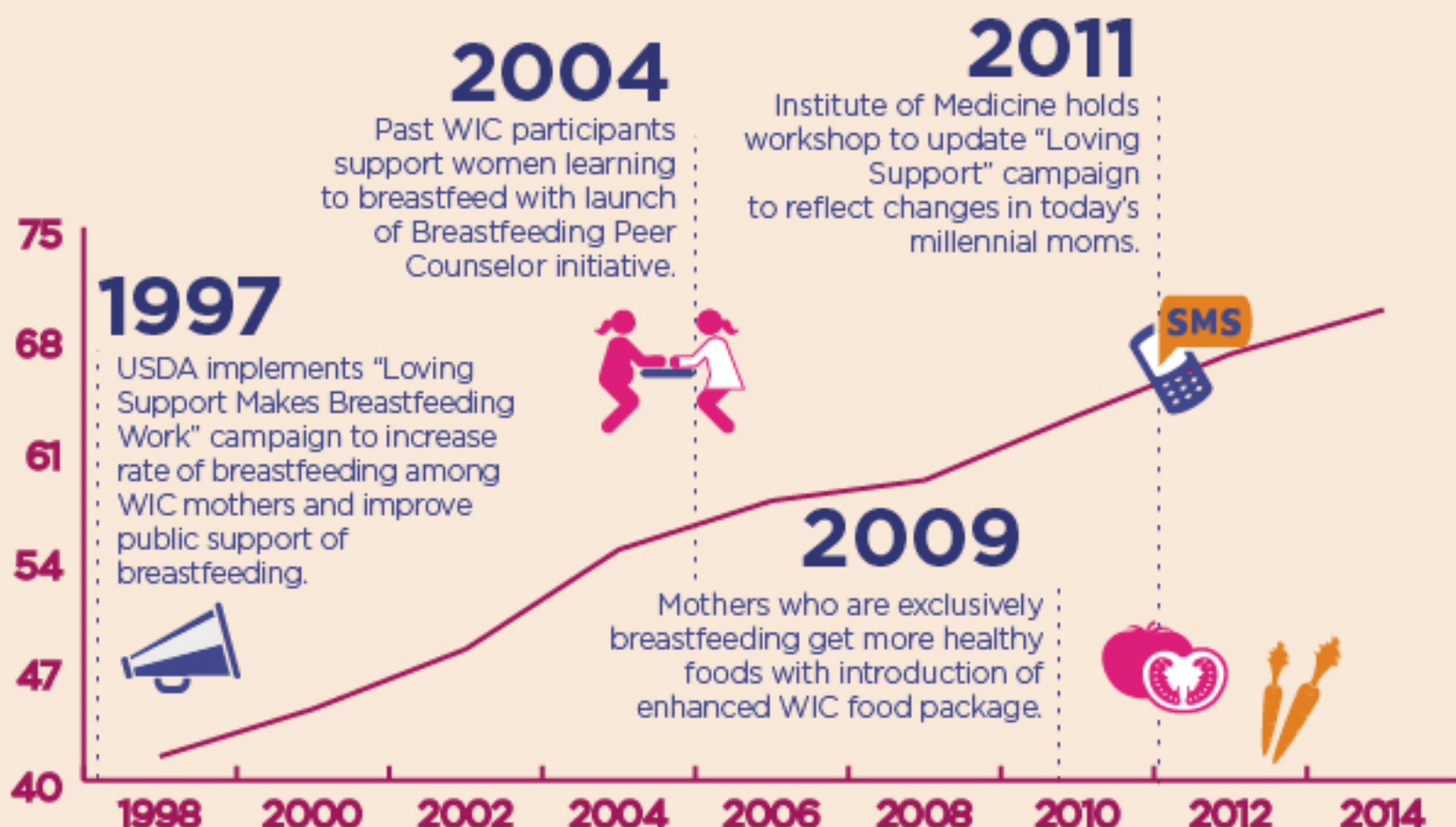
Educational
Materials



Hotlines for
Questions



BREASTFEEDING INITIATIVES



*Percentage of infants in WIC aged 6-13 months who were currently breastfeeding or breastfed at some time, 1998-2014.

SUPPORT WIC AT NWICA.ORG

SOURCES

<http://www.womenshealth.gov/breastfeeding/why-breastfeeding-is-important>
<http://pediatrics.aappublications.org/content/early/2010/04/05/peds.2009-1616>
<http://www.cdc.gov/breastfeeding/pdf/2014breastfeedingreportcard.pdf>
<http://www.fns.usda.gov/wic/Breastfeeding/mainpage.HTM>
<http://www.fns.usda.gov/ora/MENU/Published/WIC/FILES/WICPC2010.pdf>
<http://www.iom.edu/Reports/2011/Updating-the-USDA-National-Breastfeeding-Campaign-Workshop-Summary.aspx>
<http://www.fns.usda.gov/ora/MENU/Published/WIC/FILES/WICPeerCounseling.pdf>
<http://www.fns.usda.gov/sites/default/files/WICPC2012.pdf>
<http://www.fns.usda.gov/sites/default/files/cps/WICPC2014.pdf>



National WIC Association