



United States
Department of
Agriculture

WHAT IS WIC BREASTFEEDING SUPPORT?



**It's encouragement,
empowerment, and experience
to make breastfeeding work.**

Breastfeeding is a journey. There are ups and downs and feelings of accomplishment and frustration. Every mom's journey is different, but WIC is there every step of the way to make breastfeeding easier. Whether a WIC mom is learning about breastfeeding, starting to breastfeed, overcoming challenges, or thriving, WIC has the information, resources, and support she needs.



U.S. DEPARTMENT OF AGRICULTURE

**WIC
BREASTFEEDING
SUPPORT**

LEARN TOGETHER. GROW TOGETHER.



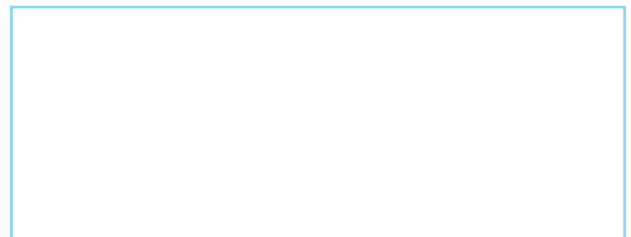
WIC Breastfeeding Support helps WIC moms reach their breastfeeding goals.

WIC Breastfeeding Support is a social marketing campaign from the U.S. Department of Agriculture's Food and Nutrition Service. It provides in-person and online breastfeeding support to participants in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) through:

- a website, WICBreastfeeding.fns.usda.gov, that offers information on breastfeeding basics, latches and holds, common challenges, going back to work, breastfeeding in public, expressing milk, and more.
- breastfeeding and nutrition classes.
- trained peer counselors who offer advice, respond to questions and concerns, and help build breastfeeding confidence.
- a buddy program that pairs moms with other pregnant and breastfeeding moms.
- access to experts who can address breastfeeding challenges.
- resources for moms' support network, including materials and information for dads and grandparents.

Local and national organizations play a key role in the campaign.

When it comes to breastfeeding, moms need support from their family, friends, and WIC. But they also need support from their communities. From hospital systems and retail stores to child care centers and faith-based groups, everyone has a role to play in making breastfeeding the easiest, most convenient way for a mom to feed her baby. Learn how you can partner with WIC Breastfeeding Support to create breastfeeding-friendly communities by contacting:



For more information on breastfeeding and how you can be part of the breastfeeding team, visit WICBreastfeeding.fns.usda.gov