

HOW THE WIC PROGRAM Supports Breastfeeding

WIC provides nutrition and breastfeeding education, nutritious foods, and improved healthcare access for more than 7 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



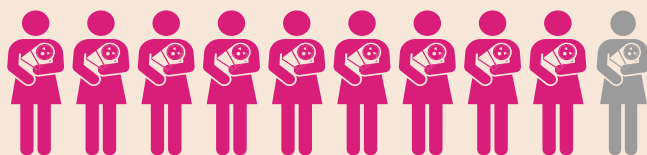
MAY REDUCE RISKS, SUCH AS:

- 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.

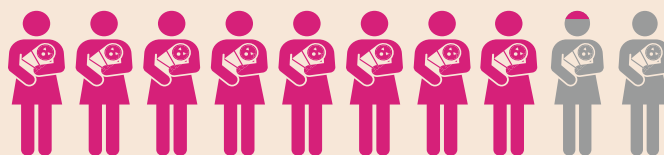


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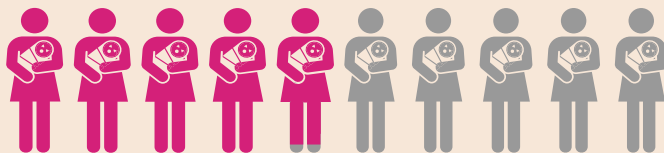
infant deaths prevented each year.

CDC 2016 BREASTFEEDING REPORT CARD

81.1%
of U.S. mothers
initiated breastfeeding



51.8%
of U.S. mothers still
breastfed at 6 months

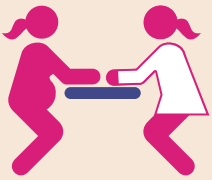


HOW THE WIC PROGRAM HELPS

WIC promotes breastfeeding as the optimal infant feeding choice.

THE WIC PROGRAM PROVIDES

Breastfeeding Peer Counselors



Lactation Consultants



Classes & Support Groups



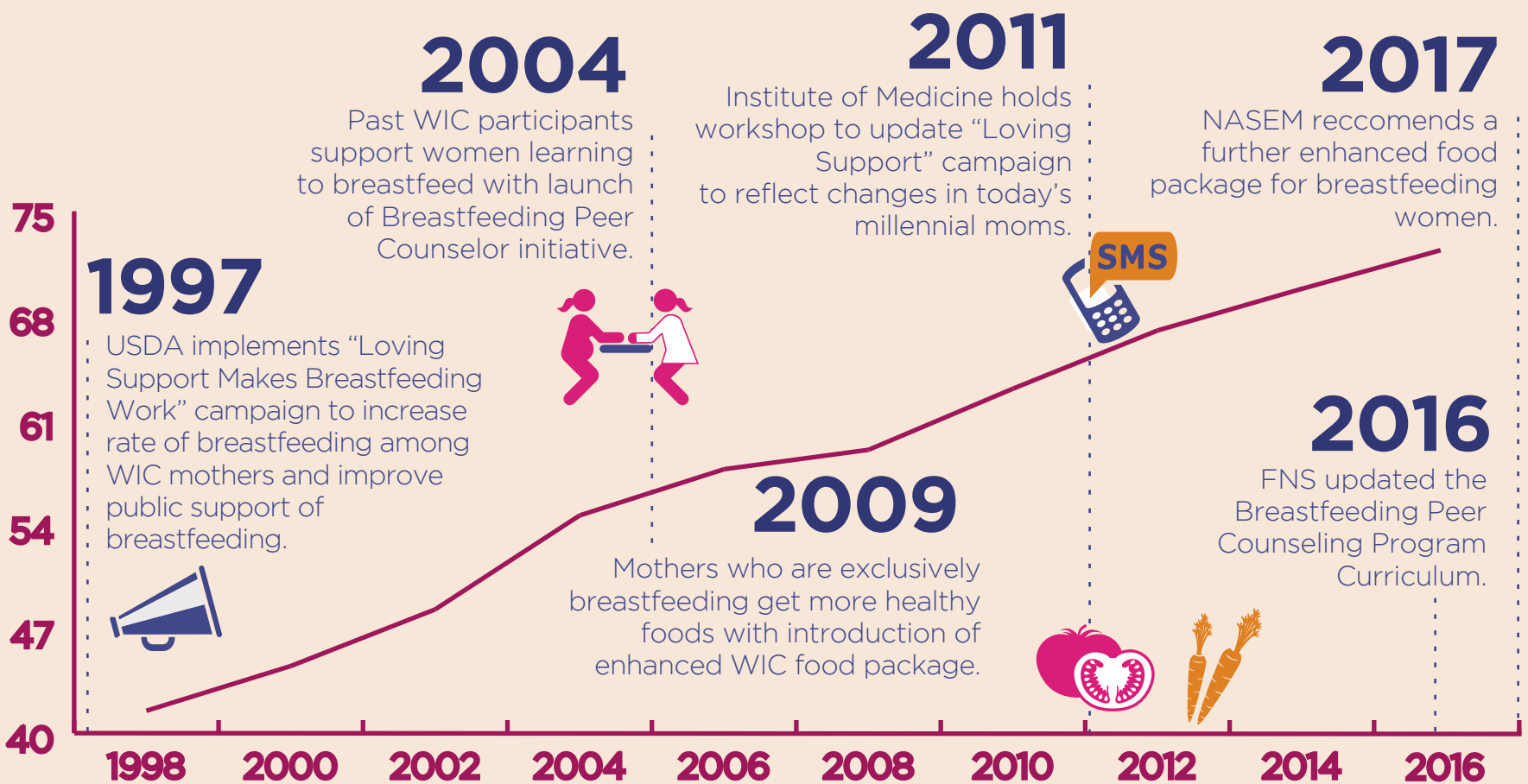
Educational Materials



Hotlines for Questions



BREASTFEEDING INITIATIVES



% WIC INFANTS BREASTFED*

*Percentage of infants in WIC aged 6-13 months who were currently breastfeeding or breastfed at some time, 1998-2016.

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>
- <https://www.cdc.gov/breastfeeding/pdf/2016breastfeedingreportcard.pdf>
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- <http://www.fns.usda.gov/ora/MENU/Published/WIC/FILES/WICPeerCounseling.pdf>
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National WIC Association