

Partnering with WIC for Breastfeeding Success





We are all aware of the tremendous health and emotional benefits of breastfeeding for infants, moms and families.

Therefore, establishing breastfeeding as the norm for infant feeding is a major priority in the WIC Program.

Through *Loving Support Makes Breastfeeding Work*, WIC mothers are provided the education, support and follow-up they need to initiate and continue breastfeeding. *WIC moms have something special — and that something special is WIC.*

What Is Loving Support?

Loving Support Makes Breastfeeding Work is WIC's comprehensive, coordinated approach to identifying and addressing the barriers to breastfeeding through education, public awareness and outreach.



“Breastfeeding is the most precious gift a mother can give her infant. When there is infection or illness, it may be a life-saving gift. When there is poverty, it may be “The only gift.””

- Dr. Ruth A. Lawrence
Author, *Breastfeeding: A Guide for the Medical Profession*;
Director, Breastfeeding and Human Lactation Study Center
University of Rochester Medical Center

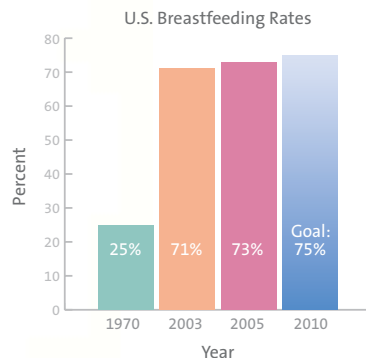


Loving Support **does** make breastfeeding work.

Everyone is important to a mother's breastfeeding success — family, friends, health care providers, and community partners. *Loving Support* leverages each of these support systems to give moms and babies the best chance for breastfeeding success. WIC is reaching out to community partners to build a network of support. When WIC and community partners work together, we *can* create a breastfeeding-friendly community — and have a significant impact on the lives of mothers and families.



Breastfeeding rates have increased significantly in the past 30 years, from 25% of babies being breastfed in the 1970's to 71% in 2003 and 73% in 2005. Working together, we can reach or surpass the Healthy People 2010 goal of 75% infants initiating breastfeeding.



WIC's goal is the same as yours —
to help every woman breastfeed her child.

Achieving that goal will take a team effort. Together we can develop unique, creative, and successful breastfeeding strategies for mothers and families.

WIC is ready to work with you.

WIC is a valuable resource for breastfeeding promotion and support. We invite you to view the enclosed video and visit www.fns.usda.gov/wic for further information.



“We are there to help moms with the questions they may have about nutrition or breastfeeding, and they know they can get the answers. WIC can also make the appropriate referrals. It's a very positive program.”

- Janice Lopez
Former WIC mom and current WIC peer counselor



“Breastfeeding benefits both mother and child, protecting infants from respiratory and gastrointestinal problems, allergies, diabetes, ear infections and may also lower the risk of SIDS. For mothers, it helps them lose weight, reduce stress levels and postpartum bleeding. WIC’s Loving Support program offers WIC participants the support they need to successfully breastfeed their babies.”

- Dr. Louis Z. Cooper
Former President of the American Academy of Pediatrics and Professor Emeritus of Pediatrics at the College of Physicians & Surgeons of Columbia University



You, too, can help WIC build breastfeeding-friendly communities. *Loving Support Makes Breastfeeding Work* brings together health professionals, businesses, and the public to help mothers overcome barriers to success.



USDA is an equal opportunity provider and employer.

This project was funded by USDA/FNS contract number AG-3198-D-06-0084.

Loving Support Makes Breastfeeding Work
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