

Using
Loving Support
to Build a Breastfeeding-Friendly
Community

Dear Community Partner,

We are pleased to contact you as a stakeholder in building partnerships to promote and support breastfeeding in our community. Research has shown that there is no better food than breast milk for a baby's first year. One of the goals of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) is to promote breastfeeding as the optimal choice for feeding babies. Since the 1990s WIC's breastfeeding policies and program activities have resulted in breastfeeding rates increasing faster among WIC moms as compared to the non-WIC population. We believe by providing breastfeeding education, awareness and training, as well as working with community partners like you, we can continue this encouraging trend.

We are inviting community members with a vested interest in breastfeeding to join us in finding creative, successful strategies for improving breastfeeding support for new mothers throughout our community. We are optimistic that a comprehensive support program can result in dramatic increases in our breastfeeding rates. We believe that together, we can develop a plan to address the specific needs of breastfeeding mothers in our community. We would be honored if you or a designated representative from your group can join this important community-wide effort.

DATE _____

TIME _____

LOCATION _____

To learn more, contact:

NAME _____

PHONE _____

E-MAIL _____

