

HOW THE WIC PROGRAM Supports Breastfeeding

WIC provides nutrition and breastfeeding education, nutritious foods, and improved healthcare access for nearly 9 million at-risk low-income women, infants, and children.

WHY IT'S IMPORTANT TO SUPPORT BREASTFEEDING

BREASTFEEDING BENEFITS:



Mothers



REDUCES RISK OF:

Breast cancer
Ovarian cancer
Type 2 diabetes
Postpartum depression



Babies



REDUCES RISK OF:

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

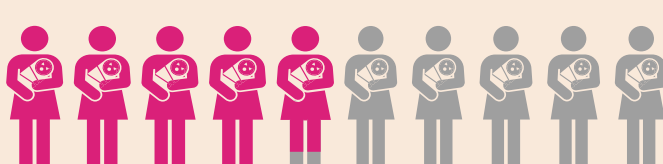
infant deaths prevented each year.

CURRENTLY:

76.5%
of U.S. mothers initiated breastfeeding in 2010



49.0%
of U.S. mothers still breastfed at 6 months

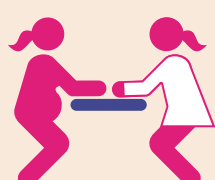


HOW THE WIC PROGRAM HELPS

WIC promotes breastfeeding as the optimal infant feeding choice.

THE WIC PROGRAM PROVIDES

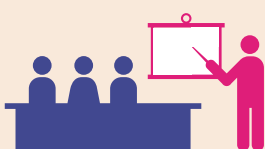
Breastfeeding Peer Counselors



Lactation Consultants



Classes & Support Groups



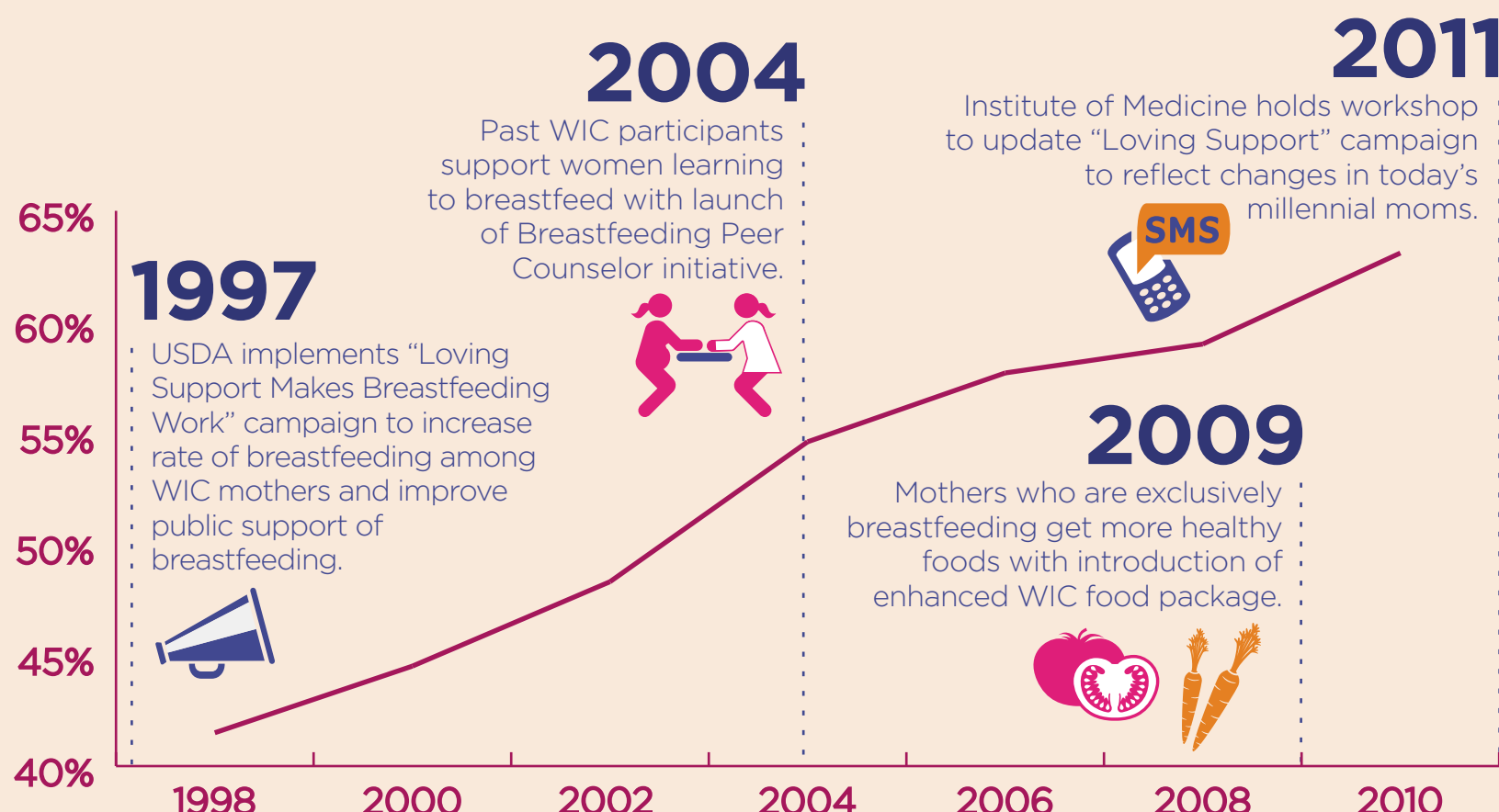
Educational Materials



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, 1998-2010.

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>
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<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>



National WIC Association