

WIC's Breastfeeding Support



Improving Health Outcomes



Breastfeeding Benefits

Breastfeeding and human milk feeding
contribute to positive health outcomes



American Academy of Pediatrics recommends:

Exclusive breastfeeding for 6 months

Continued breastfeeding for 2+ years





Obstacles

Breastfeeding is a learned skill

Breastfeeding initiation rate= 93.5%

Exclusive breastfeeding at 6 months= 30.4%



What is WIC?



Nutritious Foods



Nutrition Education



Breastfeeding Education and Support







Referrals to other Services





WIC Supports Breastfeeding

-  Breastfeeding Equipment
-  Education
-  Breastfeeding Experts
-  Prenatal Breastfeeding Classes





Breastfeeding Peer Counselors

- ♥ Paraprofessional
- ♥ Recruited from WIC's target population
- ♥ Available outside clinic hours
- ♥ Previous breastfeeding experience








wic Breastfeeding Peer Counselors

Peer Counselors are a support person with breastfeeding experience.





Breastfeeding Peer Counselors

-  Share strategies
-  Answer questions
-  Provide encouragement
-  Yield appropriately
-  Information for other family members





Participant Reactions

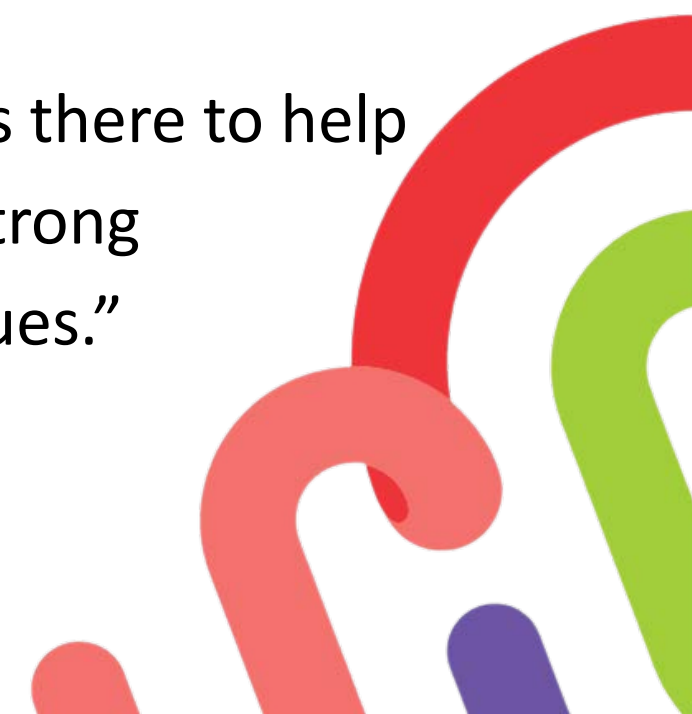
“Sonya was very responsive to real world situations regarding breastfeeding and very knowledgeable about different topics. She gave me normal answers to normal issues”

“I was checked in with very frequently and felt supported by Anna. I was given resources and information that helped me make the best decisions for myself and my baby.”

“I couldn’t have asked for better support!”

“She helped me breastfeed longer than I thought I would be able to. I had issues with milk supply and she helped me get a pump.”

“I had an uphill battle slightly like a roller coaster with problem after problems and she was always there to help and support no matter the situation I had throughout my struggles. I am now almost 14 months strong breastfeeding because of Liz! I don’t think I would have made it with out her support and techniques.”








Filling the gaps

WIC provides low income participants with tools and support to help participants meet their breastfeeding goals.





Looking Forward

-  Collaboration
-  Community partnerships
-  Supportive environments

Together, we can contribute to healthy, confident mothers and families.





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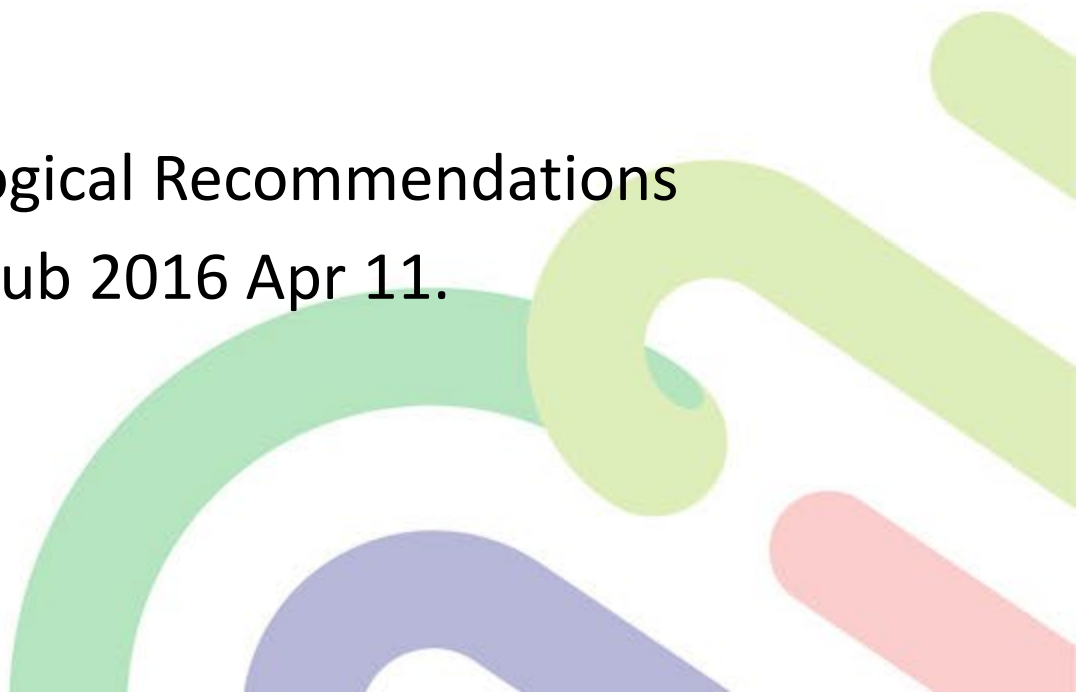
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This publication was made possible by grant # 257IDID7W1003 from the U.S. Department of Agriculture. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the U.S. Department of Agriculture. Idaho WIC Program, 4/2025.

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