

Breastfeeding Promotion and Support in WIC

Research has shown that there is no better food than breast milk for a baby's first year of life. Breastfeeding provides many health, nutritional, economical and emotional benefits to mother and baby. Since a major goal of the WIC Program is to improve the nutritional status of infants, WIC mothers are encouraged to breastfeed their infants. WIC has historically promoted breastfeeding to all pregnant women as the optimal infant feeding choice, unless medically contraindicated.

- WIC mothers choosing to breastfeed are provided information through counseling, breastfeeding classes, and breastfeeding educational materials.
- Breastfeeding mothers are eligible to participate in WIC longer than non-breastfeeding mothers.
- Breastfeeding mothers can receive breast pumps, breast shells or supplemental nursing devices to help support the initiation and continuation of breastfeeding.
- Mothers who exclusively breastfeed their infants receive an enhanced food package. And exclusively breastfed infants receive additional amounts of food beginning at 6 months of age.

With the new food packages, breastfeeding mothers and breastfed infants receive additional incentives. Fully Breastfeeding mothers receive:

- \$10 cash value voucher for fresh fruits and fresh vegetables
- Peanut Butter and dried beans or peas
- Canned tuna or canned pink salmon
- Additional milk
- Additional eggs
- Juice
- Cereal
- Whole wheat bread or soft corn tortillas

With the new food packages babies 6-12 months who are exclusively breastfed receive:

- Additional baby food fruits and vegetables
- Baby food meat
- Infant cereal

Please call: Central District Health Department WIC Program at 327-7488 and ask to speak with a Breastfeeding Coordinator for help with breastfeeding.

Resources:

<http://www.fns.usda.gov/wic/Breastfeeding/breastfeedingmainpage.HTM>

<http://www.healthandwelfare.idaho.gov/LinkClick.aspx?fileticket=IH5BWZGCxRY%3d&tabid=92&mid=938>