



Updating the USDA National Breastfeeding Promotion Campaign

USDA Food and Nutrition Service
Supplemental Food Programs Division
WIC Program
<https://wicbreastfeeding.fns.usda.gov>





Research Plan

- » Environmental Scan
- » Interviews with breastfeeding experts
- » Mobile Ethnography with WIC moms
- » Focus group sessions with WIC moms and secondary audiences
- » Post-concept brand, messaging testing with campaign audience



Key Insights - Barriers

- » Limited understanding of process of breastfeeding
- » Lack of skills
- » Lack of support and encouragement
- » Perceptions of low milk supply
- » Exhaustion
- » Formula often seen as the solution to all problems
- » Going back to work/school

Key Insights – Critical breastfeeding moments

- » In the weeks after giving birth, moms are enduring critical moments that can make or break their breastfeeding experience.
- » During these moments moms need the most support.
- » During this time they also need reassurance that their challenges are real, common, surmountable—and it does get better.

Key Insights – Framing messages

- » Moms want WIC to be realistic about how hard breastfeeding can be and upfront about the challenges they might face.
- » They also want encouragement that they are well-equipped to succeed, despite the challenges.


Key Insights – Connecting with Moms

- » Technology has changed drastically.
- » Moms appreciate a relationship with VMC.

Vision for a New Campaign



Audiences

- » Moms in the first six weeks
 - » Expectant mothers late in pregnancy
 - » Mom's support system
- 


Goals and Objectives

- » **Program goal:** Encourage breastfeeding among WIC moms and provide support and resources to moms seeking to breastfeed
- » **Behavioral objective:** Increase the number of WIC participants who breastfeed, either exclusively or in combination with formula.



The Brand

WIC Breastfeeding Support

- » Positions WIC as a breastfeeding resource
 - » Leverages the familiarity, equity, and credibility of WIC
 - » A natural fit and works with full breadth of offerings
- 

The Tagline

Learn Together. Grow Together.

- » Every Mom's breastfeeding journey is different
- » Speaks to experience Mom and baby have as they find success
- » WIC has information and support Mom needs

Graphic Identifiers



U.S. DEPARTMENT OF AGRICULTURE

WIC BREASTFEEDING SUPPORT

LEARN TOGETHER. GROW TOGETHER.



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Campaign brand promise

Breastfeeding gets easier.

Learning to breastfeed is like learning any new skill: you might have challenges early on, but taking it day by day and setting small goals for yourself can help you get there. In fact, once you get the hang of it, breastfeeding can be the easiest, most convenient, healthiest and most rewarding way to feed your baby.





The campaign products, services, and communications will deliver on the brand promise



Moms think / feel / believe:

- » Empowered and confident in their breastfeeding ability.





Moms think / feel / believe:

- » Supported
- » WMC moms are not alone in the challenges they face—WMC is there to help with a wealth of information, tools, and resources.





Moms think / feel / believe:

- » Assured that breastfeeding is a journey, with ups and downs, trials and tribulations.
- » Taking it day-by-day, week-by-week, and setting small, manageable goals can help them breastfeed successfully.





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WIC BREASTFEEDING SUPPORT

LEARN TOGETHER. GROW TOGETHER.

[WATCH VIDEO](#)



What stage are you in?

Breastfeeding is a journey. There are ups and downs and feelings of accomplishment and frustration. WIC is there to help every step of the way, no matter what stage of the breastfeeding journey you're in.



Browse WIC Breastfeeding Topics

BREASTFEEDING 101

COMMON QUESTIONS AND CHALLENGES

GOING BACK TO WORK

PUMPING



Breastfeeding Benefits

Breastfeeding gives babies a healthy start—and is good for moms, too.

[Read More](#)



Breastfeeding Basics

Learn how milk is made, when to nurse, how long babies nurse, and more.

[Read More >](#)



Talk to Your Family about Breastfeeding

Talk about why you choose to breastfeed, and ask for your family's support.

[Read More >](#)

[See More in Breastfeeding 101 >](#)

How it works

Every mom's breastfeeding journey is different. Here are some of the stages you might go through.





WIC BREASTFEEDING SUPPORT > [LEARN](#)

Breastfeeding is one of the best things you can give your baby.

Every mom and baby is different, and your breastfeeding journey will be unique. While you'll be learning throughout your journey, the more you learn before your baby's birth, the better prepared you'll be. This section explains the benefits of breastfeeding, then helps you get ready to try it.

Having support along the way can help make breastfeeding easier. Before your baby arrives, set breastfeeding goals. Talk to loved ones about how they can support you, and reach out to WIC—they can all help you on your journey.

Learning about breastfeeding is the first step.

Let's get started!



Breastfeeding Benefits

Breastfeeding gives babies a healthy start—and is good for moms, too.

[Read More >](#)



Breastfeeding Basics

Learn how milk is made, when to nurse, how long babies nurse, and more.

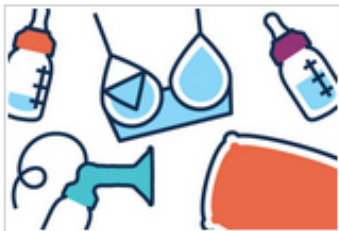
[Read More >](#)



Common Breastfeeding Challenges

Breastfeeding challenges are common, but knowing what to expect and when to get help can help you overcome them.

[Read More >](#)



Breastfeeding Supplies

You don't need any fancy equipment, but some things can make breastfeeding easier.

[Read More >](#)



Planning for Your Delivery

Set yourself up for breastfeeding success starting on day one.

[Read More >](#)



Letter to Your Future Self

Breastfeeding can be challenging. Write a letter to your future self to help you recommit on the hard days.

[Read More >](#)

Letter to Your Future Self

Breastfeeding can be challenging. Write a letter to your future self to help you recommit on the hard days.



Breastfeeding can be challenging. Write a letter to your future self to help you recommit on the hard days.

Your breastfeeding journey will be unique to you and your baby, and many moms have some challenges when they first start out. The good news is that it'll get easier, and you'll gain confidence with time and practice.

On the days you feel like giving up, you may need a little encouragement and reassurance to stick with it. Make it easier by writing a letter to yourself with all the reasons you want to breastfeed. Print out our [letter template](#) and start writing. Then put your letter in a safe place for when you need it. You've got this!

Need some writing inspiration? Think about answers to these questions:

- What does breastfeeding mean to you?
- Why do you want to breastfeed?
- How does your baby feel about breastfeeding?
- How will it feel when you meet your [breastfeeding goals](#)?
- Can you remind yourself of another goal you achieved and how it felt?
- What's your favorite inspirational saying?
- Do or did any of your role models breastfeed?
- Who can you reach out to for support today?

With those answers in mind, use our [letter template](#) to get started writing your letter.

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LETTER TO MY FUTURE SELF

Dear _____, _____ Date
insert your name

Breastfeeding is an amazing experience. It makes you feel _____

insert why you think you will like breastfeeding

But right now, instead of feeling like a rock star, you might be feeling frustrated—like this phase will never end. You

won't feel this way forever! Eventually the round-the-clock feedings, sleepless nights, and hard work will be worth it.

And _____ will thank you because _____
insert your baby's name

insert how you think your baby feels about breastfeeding

Remember: You've got this! You're a _____ mom.
insert adjectives that describe yourself

And you chose to breastfeed because _____

insert reasons you decided to breastfeed

Breastfeeding is a journey. There are ups and downs, but it is a really special time. Just keep taking it day by day, week

by week. And don't forget to set small goals for yourself. It'll help you keep track of all your accomplishments and give

you a confidence boost.

If you need help and support, reach out to _____ They've
insert the family, friends, and WIC breastfeeding staff in your support system

promised to help you _____

insert how they plan to support your breastfeeding journey

You can also reach out to WIC. They've got experts who can provide tips, advice, and other resources to make your

breastfeeding journey a little easier.

Believe in yourself!

Love,

Me





[WIC BREASTFEEDING SUPPORT](#) > [START](#)

Breastfeeding your baby, like any new skill, may take some time and practice. We can help you feel like you've got this!

You may be experiencing a lot of "firsts." Find out what you need to know, from delivery to the first few days at home. Get tips on how to position your baby for breastfeeding and how to get a good latch. Learn how to tell when your baby is hungry and how much milk baby needs. We also have resources that help you take care of your baby and yourself.



Bringing Baby Home

Your baby is here! See what to expect your first few days at home.

[Read More >](#)



The Phases of Breast Milk

Learn about the 3 phases of breast milk and why each is good for your baby.

[Read More >](#)



How Breast Milk is Made

The human body is amazing. Find out how your breasts make milk for your baby.

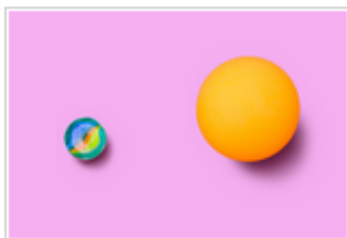
[Read More >](#)



Setting Your Breastfeeding Goals

Set your short- and long-term goals for breastfeeding before baby arrives.

[Read More >](#)



How Much Milk Your Baby Needs

See how small a newborn's tummy is and learn how to tell if your baby is getting enough milk.

[Read More >](#)



Baby's Hunger Cues

Learn how to tell when your baby is hungry—or full.

[Read More >](#)

The Phases of Breast Milk

Learn about the 3 phases of breast milk and why each is good for your baby.

There are three phases of breast milk. Each one is vital in nourishing your baby. Ask [WIC breastfeeding staff](#) any questions you have about changes in your milk.



PHASE 1: COLOSTRUM

This is the thick first milk your breasts make while you are pregnant and just after birth. Moms and doctors may refer to it as "liquid gold" for its deep yellow color and because it is so valuable for your baby. Colostrum is very rich in nutrients and has antibodies to protect your baby from infections. Colostrum also helps your baby's digestive system grow and work well.



PHASE 3: MATURE MILK

About 10-15 days after birth, you start making mature milk. Like each phase of breast milk, it has all the nutrients your baby needs. The amount of fat in mature milk changes as you feed your baby. Let your baby empty your first breast before switching to the other breast during a feeding. This will help your baby get the right mix of nutrients at each feeding.



PHASE 2: TRANSITIONAL MILK

Transitional milk comes when mature breast milk gradually replaces colostrum. You will make transitional milk from 2-5 days after delivery until up to 2 weeks after delivery. You may notice that your breasts become fuller and warmer and that your milk slowly changes to a bluish-white color. During this time, your breast milk changes to meet your baby's needs. Nursing often, removing milk well, and relieving [engorgement](#) will help with milk production.



[WIC BREASTFEEDING SUPPORT](#) > [OVERCOME](#)

Many moms face challenges with breastfeeding. But with time, practice, and help from loved ones and WIC, you will get the hang of it.

You may struggle with breastfeeding at one time or another. You might be tired or sore. You might worry about growth spurts or whether you are making too much or too little milk. Maybe you don't know how you'll keep breastfeeding when it's time to go back to work.

Moms have found ways to power through these challenges and continue on their breastfeeding journey. In this section, learn about common breastfeeding concerns. Get tips for overcoming them, and find out when to see a doctor or talk to WIC.



Low Milk Supply

Many moms worry about low milk supply, even though most make exactly what baby needs.

[Read More >](#)



Help for Sore Nipples

If your nipples are sensitive or tender, try these solutions.

[Read More >](#)



Why Baby May Suddenly Refuse the Breast

Learn why babies stop nursing—and how to get your baby breastfeeding again.

[Read More >](#)



Breast and Nipple Size and Shape

You can breastfeed no matter what the size and shape of your breast and nipple.

[Read More >](#)



When Breastfeeding Isn't Working

Remember, help is available and there are solutions.

[Read More >](#)



Ways Your Friends and Family Can Help You

Learn about the ways your friends and family can support you.

[Read More >](#)

Low Milk Supply

Many moms worry about low milk supply, even though most make exactly what baby needs.

Many moms worry about low milk supply, but most of the time your body makes exactly what your baby needs, even if you don't realize it. There are also ways to tell if your baby is [getting enough milk](#). If you aren't making enough, there are ways you can build your supply. And your [WIC breastfeeding staff](#) is always there to help!

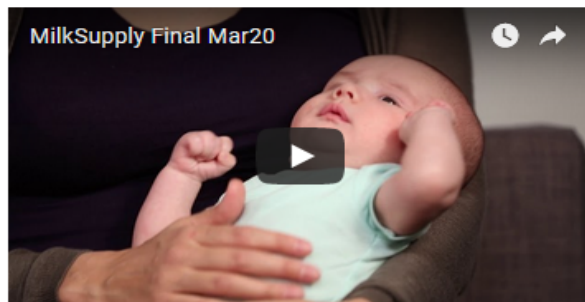


AM I MAKING ENOUGH MILK?

First, look for these [signs that your baby is getting enough milk](#). For example, pay attention to the number of wet and dirty diapers and your baby's weight gain.

Things you should NOT worry about:

- How your breasts feel. Your breasts will feel softer and less full as your milk supply adjusts to your baby's needs. This does not mean you have low supply.
- If your baby nurses for shorter periods of time, such as only 5 minutes on each breast.
- If your baby's feeds are bunched together. This is called [cluster feeding](#) and happens when your baby starts nursing more often and for longer. This can happen in the evenings or because of growth spurts.



INCREASING YOUR MILK SUPPLY

Breastfeeding frequently—especially in the first hours, days, and weeks—is the main way to increase your milk supply. Your body will make milk to meet your baby's demand.



[WIC BREASTFEEDING SUPPORT](#) > **THRIVE**

Be proud—you and your baby are thriving in your breastfeeding journey!

Do you have breastfeeding tips that would help other new WIC moms? In this section, you can learn how to become a WIC peer counselor. That way, you can encourage other moms who are starting this special journey with their baby.

This section also helps you know when and how to wean your baby.

Remember to read the letter you wrote to yourself when you were just starting to breastfeed. It will show you just how far you've come!



Become a WIC Peer Counselor

Make a difference to new moms: Help them learn to breastfeed successfully.

[Read More >](#)



Weaning Your Baby

Knowing when and how to wean baby can be confusing. Learn how you can make the process a positive one.

[Read More >](#)



Breastfeeding Your Teething Baby

Find tips to help you nurse your teething baby.

[Read More >](#)



Using Bottles with a Breastfed Baby

Planning to be apart from baby? Find tips for feeding baby with expressed milk.

[Read More >](#)



WIC BREASTFEEDING SUPPORT > [DADS](#)

Dear Dad,

As you and your partner welcome your baby, you probably want to do everything you can to keep your baby healthy and provide what's best. That is why making the decision about how to feed your baby is important.

Learn about breastfeeding and how you can support mom and baby.

You play an important role in breastfeeding. Your partner will experience ups and downs and feelings of accomplishment and frustration, but your support and encouragement can help her meet her breastfeeding goals. WIC can help, too.

In this section, you'll learn about the benefits of breastfeeding and what to expect with feedings in your baby's first hours, days, and weeks. You'll also read about challenges many breastfeeding moms face.

There are also tips for bonding with your baby and supporting and encouraging your partner. You'll also learn how you can get support from WIC.

WHAT IS WIC BREASTFEEDING SUPPORT?



**It's encouragement,
empowerment, and experience
to make breastfeeding work.**

Breastfeeding is a journey. There are ups and downs and feelings of accomplishment and frustration. Every mom's journey is different, but WIC is there every step of the way to make breastfeeding easier. Whether a WIC mom is learning about breastfeeding, starting to breastfeed, overcoming challenges, or thriving, WIC has the information, resources, and support she needs.



The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a program of the USDA, Food and Nutrition Service.

PS19-128
August 2018

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PARTNERING WITH WIC TO SUPPORT BREASTFEEDING



Everyone has a role to play in making breastfeeding the easiest, most convenient way for a mom to feed her baby. From hospital systems and retail stores to child care centers and faith-based groups, we can all work together to make breastfeeding the norm, create comfortable spaces for moms to breastfeed their babies in public, set up lactation rooms for moms to pump at work, and more.

We invite you to partner with WIC to help ensure moms have the support they need to breastfeed successfully. Here are some ideas for creating breastfeeding-friendly communities.



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WIC BREASTFEEDING SUPPORT > WIC STAFF

WIC Staff

As WIC staff, you make a difference to breastfeeding moms, providing personalized support along their breastfeeding journey.

Find the info and resources you need to help moms meet their breastfeeding goals.

In this section, you will find an overview of WIC Breastfeeding Support as well as resources you can download, print, and share with moms to help them learn about breastfeeding, start breastfeeding, overcome common challenges, and thrive with breastfeeding.

Additional staff breastfeeding resources, such as the [Grow and Glow in WIC](#), can be found on the [WIC Works Resource System](#).

LEARN.
START.
OVERCOME.
THRIVE.



WIC
BREASTFEEDING
SUPPORT
LEARN. START. OVERCOME. THRIVE.

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BREASTFEEDING GETS
EASIER. WIC CAN HELP.

For tips and support, visit WICBreastfeeding.fns.usda.gov

10-112
August 2018

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MONTH-BY-MONTH.
DAY-BY-DAY.
FEEDING-
BY-FEEDING.



WIC
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SUPPORT
LEARN. START. OVERCOME. THRIVE.

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GET BREASTFEEDING HELP
WHEN YOU NEED IT FROM WIC.

For tips and support, visit WICBreastfeeding.fns.usda.gov

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**DADS!
YOU CAN
SUPPORT
BREASTFEEDING,
TOO.**



**WIC
BREASTFEEDING
SUPPORT**

LEARN. TRAVEL. GROW. THRIVE.

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**IT TAKES TIME, PRACTICE,
PATIENCE, AND TEAMWORK.**

For more tips and support, visit WICBreastfeeding.fns.usda.gov.

PHOTO
MOMENT

**DADS!
HELPING MOM
BREASTFEED
MEANS
HELPING
BABY, TOO.**



**WIC
BREASTFEEDING
SUPPORT**

LEARN. TRAVEL. GROW. THRIVE.

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- * Burp, bathe, and change your baby's diapers.
- * Play with your baby, sing songs, and read books.
- * Cuddle and do skin-to-skin.

For more tips and support, visit WICBreastfeeding.fns.usda.gov.

PHOTO
MOMENT

WIC's award opportunity, www.fns.usda.gov.

BREASTFEEDING BASICS FOR DADS: Your Breastfeeding Questions Answered

Breastfeeding gives your baby a healthy start in life. But it may not be easy. It takes time, practice, patience, and teamwork. Your support and encouragement are critical to breastfeeding success. Learn why breastfeeding is important and how you can be involved in every step of the breastfeeding journey.

Why is breastfeeding the healthiest option for my baby?

- Breast milk lowers your baby's risk of certain infections and diseases, such as ear infections, asthma, and childhood obesity.
- Breast milk is easier to digest. Breastfed babies have less diarrhea, constipation, and colic.
- Breastfeeding provides important physical contact that makes your baby feel safe, secure, and loved.
- Breast milk contains vitamins, minerals, antibodies, and nutrients to help your baby grow healthy and strong.



LEARN, START, OVERCOME, AND THRIVE: Your Breastfeeding Journey

Breastfeeding is a journey, with ups and downs and feelings of frustration and accomplishment. Your experience will be unique to you and your baby. WIC is here to help every step of the way, no matter what stage of the breastfeeding journey you're in.

LEARN

Prepare to breastfeed.

- Learn about the benefits.
- Talk with your local WIC clinic about their breastfeeding support services.
- Attend classes and events at your WIC clinic to learn what to expect when you breastfeed.
- Develop a breastfeeding plan and set goals.
- Tell your family, friends, and employer about your desire to breastfeed and help them understand how they can support you.
- Take a tour of your hospital or birthing center and let them know you want to breastfeed.
- Learn about breastfeeding laws.



MOMS HELPING MOMS: Meet Your WIC Breastfeeding Peer Counselor



As a new mother, you may have heard many things about how to feed your baby. You may know breast milk is the best source of infant nutrition. Mothers everywhere have found that breastfeeding can work. Your WIC peer counselor can help!

WHO IS YOUR WIC PEER COUNSELOR?

A peer counselor is a WIC mother just like you. She lives in your community and has breastfed her own baby. She has been trained by WIC to help give new mothers information about feeding their babies. She is here to give you support to meet your own goals for feeding your baby.

“My daughter is 8 months old, weighs 16 pounds, and is still breastfeeding. She has hit every single milestone early. The doctors cannot believe how well she’s done. She is never sick and she greets everyone with a smile and a giggle. I have no doubt in my mind that WIC got us where we are today.”
—WIC Mother



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WIC'S CIRCLE OF CARE FOR BREASTFEEDING MOTHERS How Peer Counselors Help

New mothers can be successful meeting their breastfeeding goals with the loving support of family, community, and healthcare providers. They value sharing experiences with other mothers to help overcome barriers and for positive support and encouragement when concerns arise. Numerous studies show that peer counselors have a dramatic impact on breastfeeding initiation and duration rates because they give new mothers what they need most, a trusted friend who has been there.



“Before my daughter was born, I signed up for WIC. It was the best thing I could have done. I didn’t know much about breastfeeding, but thought I might breastfeed. After attending a WIC breastfeeding class and talking with my peer counselor, that might became a must.”

—WIC Mother



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Testimonial Videos

Displaying results 1 - 9 of 11



Video: Overcoming Pain

... Video: Overcoming Pain ... 43 ... Real moms share their ... how they found relief. ... Common Questions and Challenges ... Video ... Overcome ...



Video: How Grandmothers Can Support Breastfeeding

... Video: How Grandmothers Can Support Breastfeeding ... 43 ... share advice for helping mom breastfeed. ... Grandparents ... Video ...



Video: Milk Supply

... Video: Milk Supply ... 43 ... Real moms share how they overcame milk supply concerns. ... Video ... Overcome ... Common Questions and ...



Video: Going Back to Work or School

... Video: Going Back to Work or School ... 43 ... Real moms ... returning to work and school. ... Going Back to Work ... Video ... Overcome ...



Video: Breastfeeding in Public

... Video: Breastfeeding in Public ... 43 ... Real moms share ... in public. ... Common Questions and Challenges ... Video ... Overcome ...



Video: Latches and Holds

... Video: Latches and Holds ... 43 ... Real moms share their ... finding the right hold. ... Common Questions and Challenges ... Video ... Overcome ... Start

WIC Breastfeeding

BUDDY PROGRAM





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**WIC
BREASTFEEDING
SUPPORT**

LEARN TOGETHER. GROW TOGETHER.

My Buddy's First Name

Contact Information

My Name

Date

CONGRATULATIONS on expanding your breastfeeding support team! The most important part of the Buddy Program is communicating with your buddy. Review the expectations and sign to get started!

AS A BUDDY, I AGREE TO:

- Support my buddy: listen, share, encourage, and celebrate.
- Decide how best to communicate with my buddy and how often.
- Determine ahead of time how much of our interactions we want to keep confidential.
- Decide with my buddy how structured or not structured we want to be with each other.
- Treat my buddy with respect.
- Let my peer counselor or WIC staff know if I am unable to continue to be a buddy.
- Reach out to WIC staff if I have breastfeeding questions and encourage my buddy to do the same.



Campaign Launch Activities

- » Press Release – August 1-7, 2018 National WIC Breastfeeding Week and Launch of new Breastfeeding Campaign
 - » USDA OCCO radio spots
 - » Gov Delivery Messages
- 

Campaign Launch - FNS Website

USDA United States Department of Agriculture
Food and Nutrition Service

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Popular Topics

- > How to Apply for SNAP Benefits
- > How to Apply for WIC Benefits
- > Become a SNAP Retailer
- > Community Food Systems
- > Summer Food Service Program
- > Food Safety
- > Child Nutrition
- > Disaster Assistance
- > USDA Foods

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National WIC Breastfeeding Week

USDA Proclaims National WIC Breastfeeding Week and launches new campaign.

1/8 ◀ ▶

Education | **Fact Sheets** | **Initiatives**







FNS Strategic Priorities

- Provide Americans with access to nutritious food.
- Utilize data-driven strategies to improve program integrity.
- Maintain a high-performing workforce by improving performance and increasing accountability.
- Deliver FNS programs in a manner that maximizes customer service and ensures equal access and

Get Involved

- Serve Meals
- Connect People
- Nutrition and Public Health
- Be a Partner
- Find New Tools
- Educate
- Access Data
- View Webinars

Nutrition Assistance Tools

-  Report Nutrition Assistance Fraud
-  Employment and Training Resources
-  SNAP Pre-Screening Eligibility Tool For Recipients
-  WIC Pre-Screening Eligibility Tool
-  Healthy Access Locator
-  SNAP Retailer Locator

Campaign Launch - Social Media

 **U.S. Department of Agriculture** Like Page

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Breastfeeding 101

Breastfeeding is a special gift that only you can give your baby. But there's a lot to learn, and it may take some time to get the hang of it. WIC can help. The more you know, the more comfortable you will feel the first time you breastfeed your baby.



Breastfeeding 101 | WIC Breastfeeding Breastfeeding 101 | WIC Br

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USDA Proclaims National WIC Breastfeeding Week and Launches New Campaign



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✔ **Get More Likes, Comments and Shares**
Boost this post for \$10 to reach up to 4,500 people.

 **12,967 people** reached Boost Post

Campaign Launch – Social Media

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USDA Nutrition @USDANutrition
USDA Launches New WIC Breastfeeding Support website
wicbreastfeeding.fns.usda.gov
#BreastfeedingWeek

USDA launches new research-based campaign "WIC Breastfeeding Support-Learn Together. Grow Together" to encourage WIC moms to breastfeed as much as they can, for as long as they can.
[HTTPS://WICBREASTFEEDING.FNS.USDA.GOV/](https://wicbreastfeeding.fns.usda.gov/)


12:54 PM - 1 Aug 2018
7 Retweets 9 Likes

USDA Nutrition @USDANutrition
August 1 is the start of National WIC Breastfeeding Week. Check out @USDA's Proclamation! fns.usda.gov/wic/national-w ...
#WIC #BreastfeedingWeek

11:39 AM - 1 Aug 2018
47 Retweets 69 Likes



Ongoing Implementation

- » USDA/FNS Social Media presence
 - » Webinars
 - » Digital Social Media toolkits
 - » Partnership outreach opportunities
 - » New website content and functionality
 - ◇ Spanish translation of posters/handouts
 - ◇ About the campaign
 - » Opportunity for State Implementation Grant
- 

How Can You Implement?

- » Utilize social media to promote
- » Link to the WICbreastfeeding.fns.usda.gov website from your website and social media feeds
- » Encourage use of website with your participants
- » Share website and materials with partners
- » Display posters/share handouts
- » Promote new brand



U.S. DEPARTMENT OF AGRICULTURE

**WIC
BREASTFEEDING
SUPPORT**

LEARN TOGETHER. GROW TOGETHER.



THANK YOU

