

# 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



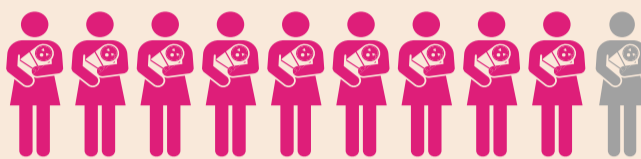
#### REDUCES RISK OF:

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.



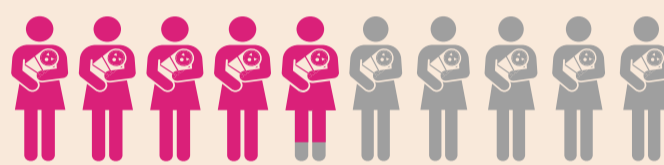
**1,000** infant deaths prevented each year.

### 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



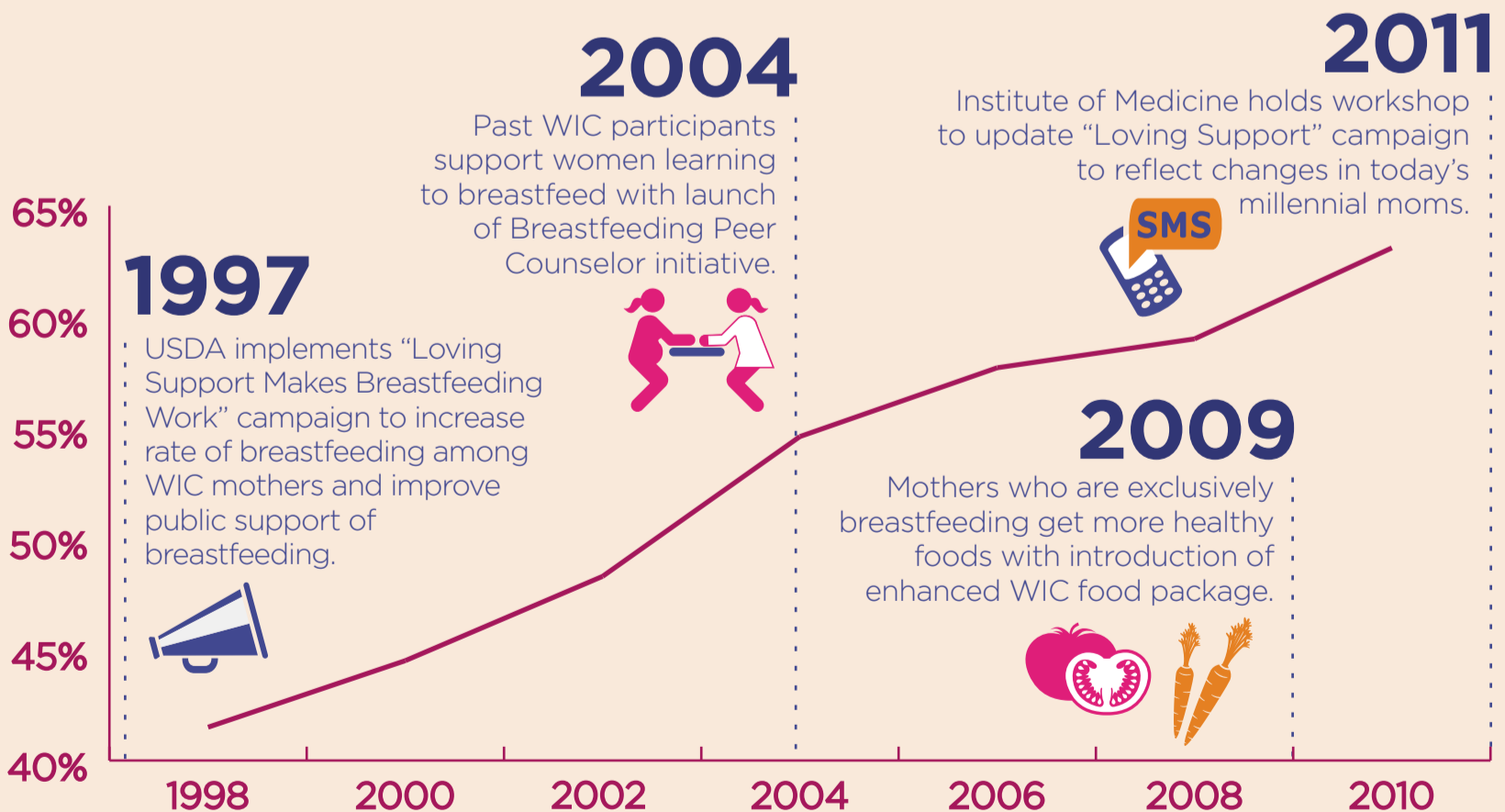
Educational Materials



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](http://NWICA.ORG)

#### SOURCES

<http://www.womenshealth.gov/breastfeeding/why-breastfeeding-is-important>  
<http://pediatrics.aappublications.org/content/early/2010/04/05/peds.2009-1616>  
<http://www.cdc.gov/breastfeeding/pdf/2013BreastfeedingReportCard.pdf>  
<http://www.fns.usda.gov/wic/Breastfeeding/mainpage.HTM>  
<http://www.fns.usda.gov/ora/MENU/Published/WIC/FILES/WICPC2010.pdf>  
<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