

Secret Ingredient Stories: Every Single Moment

WIC can help caregivers obtain the formula—and other resources—needed to best care for their children.

Meet Gracie in Chapel Hill, North Carolina.

Gracie faced challenges when it came to breastfeeding her daughter and turned to WIC for support. WIC provided resources and education to help Gracie make the best infant feeding decision for her baby's needs. Gracie received not only support for her decision, but also the confidence that she was making a safe, healthy choice for her and her child.



“Feeding my daughter formula was the way to go. They [her WIC providers], of course, tell you that ‘formula is healthy. It's not gonna hurt her. You tried.’ And that's where it helped me kind of accept like, ‘okay, I did try.’” – Gracie, WIC participant

Breastfeeding is a learning process. It's normal to have questions and to not see success right away. In every single moment of an infant feeding journey, WIC provides the resources and support that caregivers need to make the most informed decisions for their families.

“Every baby is different. Every parent is different. What might work well for you, might not work for someone else. Even your own children are different. And that's okay.” – Emily Roy, WIC Nutrition Services Program Manager

While Gracie relied on formula for her first child, Gracie was able to successfully breastfeed her second child.

Meet Rachel in Milwaukee, Wisconsin.

While Rachel was breastfeeding her first child, he lost ten percent of his body weight, and she turned to WIC for resources and support. She tried pumping and when she faced more challenges, she supplemented with specialized formula.

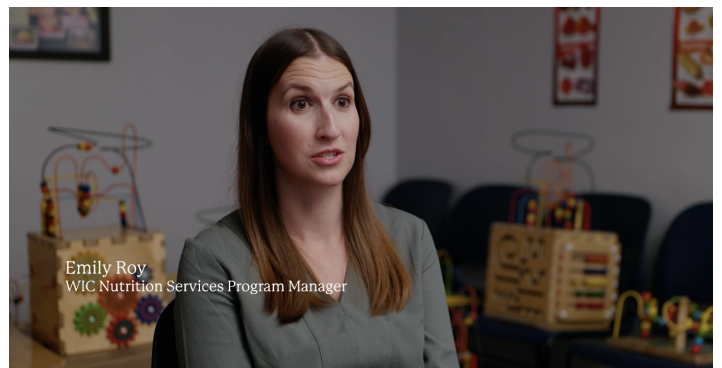
“As a first time young mom, WIC made me feel very comfortable in my feeding decision – all I needed to hear was ‘You’re doing okay.’ It made me feel so much better. I don’t know what I would have done without WIC’s support. – Rachel, WIC participant

Every single moment in an infant feeding journey is different, and it’s normal for caregivers to have questions. There is not a “one-size-fits-all” approach to infant feeding.

WIC provides resources and specialized infant formulas for preterm infants or those with specific health concerns. WIC helps caregivers obtain the formula they need to best care for children.

“If your journey includes breastfeeding, great. If it doesn't, that's great, too.” – Emily Roy, WIC Nutrition Services Program Manager

WIC helps caregivers go through the pros and cons of both formula and breastfeeding so that they can make the most informed decisions. But at the end of the day caregivers have to do what's right for them.



In every single moment, the secret ingredient is you. It’s normal to have questions about infant feeding. WIC can help find the answers.