

Secret Ingredient Stories: Ups and Downs

WIC knows that every infant feeding journey is different. WIC is here to support caregivers through all the *ups and downs*.

Breastfeeding is a learning process. It's normal not to see success right away. Receiving breastfeeding support from WIC can help families achieve their breastfeeding goals.

Many women experience challenges with breastfeeding and every baby is different. Getting a comfortable and effective latch can be difficult, but seeking support early and often will help. WIC has [certified lactation consultants and breastfeeding peer counselors](#) across the country.

“WIC is here to support you in your breastfeeding goals but also we’re here to roll with the punches with you, and support you in any way that is needed to feed your baby. It’s a fact that [breastfeeding] is the best nutrition for babies, but there’s so much gray area.” –

***Lauren Christie, WIC
Nutritionist***

Meet Eloisa in Milwaukee,
Wisconsin.

Eloisa faced different challenges
with each of her three children.

With her first child, she was able
to breastfeed for a short period

but struggled with getting a good latch and supplemented with formula. With WIC’s support, education, and resources, Eloisa was able to breastfeed for much longer with her second and third child.

“It was the WIC program, watching videos, and a lot of support from my husband that made me successful in my breastfeeding journey.” – Eloisa, WIC participant

Meet Daili in Phoenix, Arizona.



While breastfeeding, Daili faced challenges with milk production, physical pain, latching issues, and emotional ups and downs. For many caregivers, one of the biggest challenges can be asking for help.

“At one point I really felt like a failure because I couldn’t even feed my baby and I don’t want him to starve. So that’s when I called the WIC lactation consultant.” – Daili, WIC participant

Breastfeeding may be painful at first and it’s important to seek out a healthcare professional if the pain is excessive or does not resolve within the first week.

“WIC saw me for who I was and what I was going through and the WIC lactation consultant told me, ‘You’re gonna be fine. It’s going to take time.’” – Daili, WIC participant



Infant feeding journeys don’t always go as planned. WIC helps caregivers access the support and resources they need to make informed decisions for their children. Education is important when deciding which feeding path is the best for the baby.

Through all the ups and downs, the secret ingredient is you. It’s normal to have questions about infant feeding. WIC can help find the answers.