



**Prioritize Breastfeeding**  
Create sustainable support systems  
WABA | WORLD BREASTFEEDING WEEK 2025

# PRIORITIZE BREASTFEEDING

## CREATE SUSTAINABLE SUPPORT SYSTEMS

**40**  
YEARS  
National WIC  
Association

**World Breastfeeding Week: August 1 – 7, 2025**



### INFORM

**WIC empowers families with the knowledge and tools to support breastfeeding success.**

- Personalized support from trained breastfeeding peer counselors
- Breastfeeding-friendly WIC clinic environments
- Access to a support network including IBCLCs, breastfeeding supplies, and referrals
- Guidance to help families create a home environment that supports breastfeeding

### SUPPORT

**Ongoing support helps families reach their breastfeeding goals.**

- Support begins during pregnancy and continues through postpartum
- Peer counselors are available to guide and encourage participants
- Breastfeeding education, classes, and support groups offered
- WIC staff are trained to listen, support, and connect families to experts



### ENGAGE

**WIC helps to normalize breastfeeding in families and communities.**

- Some WIC clinics offer breastfeeding education to childcare centers and other community partners
- Outreach to employers, childcare providers, and community organizations
- Partnerships with other programs to share strategies and support
- Collaboration with breastfeeding coalitions and advocacy groups to ensure continuous care



### INSPIRE

**WIC normalizes breastfeeding in families and communities.**

- Breastfeeding is recognized and promoted as the standard
- Education is provided to families and community members
- Support for the breastfeeding dyad through family, community, and partner engagement