

Strengthen What Works.



Breastfeeding for a Sustainable Start in Life:
Strengthen What Works

WABA | WORLD BREASTFEEDING WEEK 2026



National WIC Association

**World
Breastfeeding
Week**

August 1-7, 2026

WIC supports breastfeeding by:

Inform

Tracking and sharing trends in breastfeeding initiation, duration, and exclusivity through data collection, surveillance, and publicly available reports.

Anchor

Providing evidence-based breastfeeding support through federal, state, and local WIC programs by connecting participants with trained experts and peer support.

Engage

Partnering, collaborating, and aligning with evidence-based guidance leading organizations to strengthen breastfeeding support across communities.

Galvanize

Supporting policies and advocacy efforts that protect breastfeeding in workplaces, communities, and public spaces while contributing to the normalization of breastfeeding.



#WBW2026

#WICWorks