

HOW THE WIC PROGRAM Supports Breastfeeding

WIC provides nutrition and breastfeeding education, nutritious foods, and improved healthcare access for 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:

74.6%

of U.S. mothers initiate breastfeeding



44.3%

of U.S. mothers still breastfeed at 6 months



HOW THE WIC PROGRAM SUPPORTS BREASTFEEDING

WIC promotes breastfeeding as the optimal infant feeding choice.

THE WIC PROGRAM PROVIDES

Breastfeeding
Peer
Counselors



Lactation
Consultants



Classes &
Support
Groups



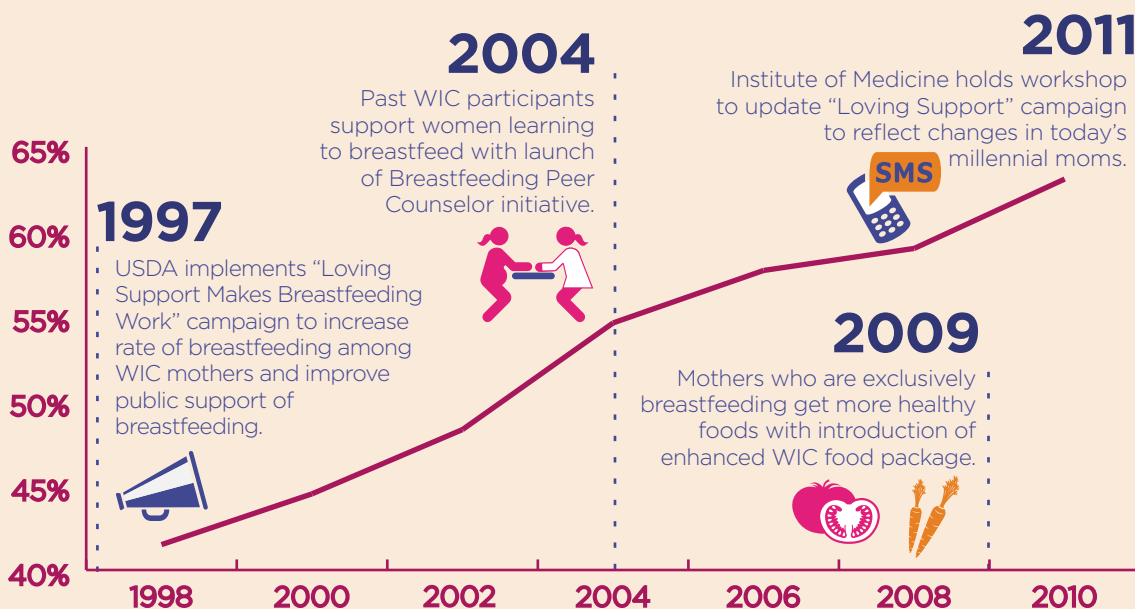
Educational
Materials



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

SOURCES

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National WIC Association