

# World Breastfeeding Week 2013

## Breastfeeding Support: Close to Mothers



World Breastfeeding Week is celebrated from August 1 to 7. The theme for 2013 is **Supporting Breastfeeding: Close to Mothers**. It is a perfect occasion for WIC to celebrate the importance of Peer Counselors. Use this infographic in your clinic to promote their roles and tell everyone in your community how WIC Peer Counselors can help mothers to provide the ideal food for their babies.

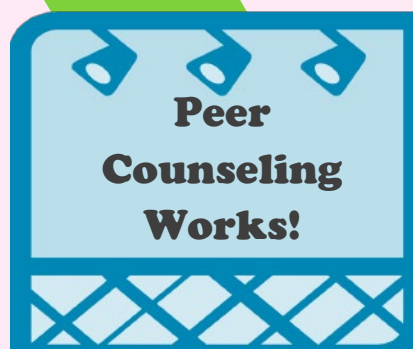
Identify local  
community  
support contacts



Draw attention to the  
importance of  
Peer Support



Call on governments  
and maternity facilities  
to improve duration  
and rates of exclusive  
breastfeeding



Inform people of the  
benefits of Peer  
Counseling and join  
efforts to expand peer  
counseling programs



Encourage  
breastfeeding  
supporters to be  
trained to support  
mothers and babies



Learn more at these websites:

<http://worldbreastfeedingweek.org/>

<http://www.usbreastfeeding.org/Communities/BreastfeedingPromotion/NationalBreastfeedingMonth/NationalBreastfeedingMonthProclamation/tabid/267/Default.aspx>



National WIC Association