



United States Department of Agriculture

What is WIC Breastfeeding Support?

It's encouragement, empowerment, and experience to make breastfeeding work.

Breastfeeding is a journey. There are ups and downs and feelings of accomplishments and frustrations. Every mom's journey is different, but WIC is there every step of the way to make breastfeeding easier. Whether a WIC mom is learning about breastfeeding, starting to breastfeed, overcoming challenges, or thriving, WIC has the information, resources and support she needs.



Food and Nutrition Service

WIC Breastfeeding Support helps WIC moms reach their breastfeeding goals!

WIC Breastfeeding Support is a social marketing campaign from the U.S. Department of Agriculture's Food and Nutrition Service. It provides breastfeeding support to participants in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) through:

- 💙 A website, www.WICBreastfeeding.fns.usda.gov, that offers information on breastfeeding basics, latches and holds, common challenges, going back to work, breastfeeding in public, expressing milk, and more.
- 💙 Breastfeeding and nutrition classes.
- 💙 Trained peer counselors who offer advice, respond to questions and concerns, and help build breastfeeding confidence.
- 💙 Access to experts who can address breastfeeding challenges.
- 💙 Resources for moms' support network.



U.S. DEPARTMENT OF AGRICULTURE

**WIC
BREASTFEEDING
SUPPORT**

LEARN TOGETHER. GROW TOGETHER.

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