

ONE TOOL USED TO EDUCATE WIC CLIENTS ON IDEAL INFANT FEEDING

Background:

In the Hispanic community, there is a belief that giving both formula and breast milk is the ideal way to feed an infant. In fact, when asked how they plan to feed their babies, Hispanic women will often respond that they plan to give “Los Dos,” which refers to both breastfeeding and giving formula. Dr. Maya Bunik studied this phenomenon and published the results in *Breastfeeding Medicine*. Women of other ethnicities also have the perception that exclusive breastfeeding is not possible.

Usage:

We have been using the brochure for several years. It is handed out to WIC participants:

- At the prenatal certification appointment
- During appointments

Women respond positively to the graphic representation of the differences between formula and breast milk, and the information illuminates the downfalls of formula that many women had not previously considered. The handout is available in both English and Spanish.

Purpose:

This handout was created to help educate WIC clients about how exclusive breastfeeding is normal and achievable. The handout addresses some widespread beliefs about the misconceptions of why exclusive breastfeeding is not possible, and also educates women about why feeding formula is undesirable.

Content:

- Addresses common myths and questions from WIC participants by providing fact-based answers.
- Focuses on “negatives of formula” instead of promoting “breastfeeding as best” in order to promote breastfeeding as the normative standard for infant feeding and nutrition.
- Emphasizes negative health, lifestyle, environmental, and financial aspects of formula feeding.
- Reads at a 5th grade reading level.
- Portrays a variety of ethnic backgrounds in order to reach out to many WIC participants.
- Provides a visual comparison of breastmilk to formula that helps participants see what is missing from formula.



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Also available in Spanish