



## **Breastfeeding Promotion & Support**

### **Emphasis on Breastfeeding Support through the New Food Packages:**

The WIC food packages have changed to better meet the nutritional needs of WIC participants, strengthen WIC's breastfeeding promotion efforts, and support the establishment of long-term breastfeeding relationships.

The new food packages reflect the 2005 Dietary Guidelines for Americans, the infant feeding practice guidelines of the American Academy of Pediatrics, and the Institute of Medicine's recommendations.

- Provide incentives for initiation and continuation of breastfeeding
  - Fully breastfeeding mothers receive more variety and larger quantities of foods, including a \$10 cash-value voucher for fruits and vegetables
  - Fully breastfed infants receive baby food meats and larger quantities of baby food fruits and vegetables
- Minimize early supplementation with infant formula to help mothers establish milk supply in the first few weeks
  - No routine issuance of infant formula in the first month of life
  - Compared to the previous food packages, partially breastfed infants receive less formula to allow mothers to feed more breastmilk to their infants
- Recognize differences in nutritional needs of infants based on age and feeding practice
  - Complementary infant foods are offered at 6 months of age
  - New Food Packages distinguish between the fully breastfed, partially breastfed, and the fully formula fed infant