

# Module 1 How WIC Supports Breastfeeding

## Module 1

How WIC Support Breastfeeding

### Core Competencies

- Promotes and supports breastfeeding in a manner that is consistent with WIC regulations, policies, and initiatives
- Discusses with mothers and their families how WIC promotes and supports breastfeeding

### Learning Objectives

- Identify how breastfeeding benefits infants and mothers.
- Recognize personal role and responsibilities as part of the WIC “team” that promotes, protects, and supports breastfeeding.
- List the ways the WIC Program supports breastfeeding families.
- Explain how the WIC food packages support the breastfeeding mother and infant.

### Breastfeeding is a Priority in the WIC Program

- WIC’s goal: safeguard health of women, infants, and children
- WIC’s focus: help mothers make informed choices
- Breastfeeding promotion and support has grown

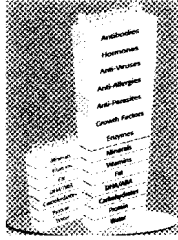
### Why WIC Supports Breastfeeding

### Definitions of Breastfeeding and Exclusive Breastfeeding

- **Breastfeeding:** the practice of feeding a mother’s breast milk to her infant(s) on the average of at least once per day
- **Exclusive Breastfeeding:** the infant receives only breast milk and nothing else

# Module 1 How WIC Supports Breastfeeding

## Breast Milk: The Standard by Which Everything Else is Measured



### Breast Milk has:

- Vitamins and minerals for proper nutrition
- Growth factors that help with infant growth and development
- Antibodies that help babies resist illness and disease
- The ability to change constantly

## Breast Milk: Custom Made for Baby



## Breastfeeding: Growing Healthy Babies and Moms



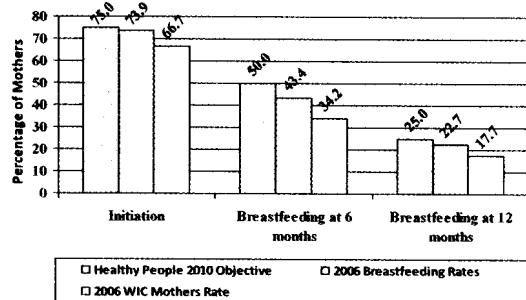
## Mothers Grow and Glow with Breastfeeding

- Lowers risk of:
  - Premenopausal breast cancer
  - Ovarian cancer
  - Type 2 diabetes
- Improves bonding
- Lowers healthcare costs
- Convenient

## Babies Grow and Glow with Breastmilk

- Breastfeeding reduces baby's risk of:
  - Obesity
  - Ear infections
  - Respiratory infections
  - Gastrointestinal infections
  - Skin conditions
  - Type 1 and Type 2 diabetes
  - Leukemia
  - Sudden Infant Death Syndrome

## Increasing Breastfeeding Rates: A National Health Objective



Centers for Disease Control and Prevention, National Immunization Registry, 2006



# Module 1 How WIC Supports Breastfeeding

## Competent Professional Authority (CPA)



Hialeah WIC - Miami, FL

- Conducts a complete WIC breastfeeding assessment
- Provides education, assistance and referrals
- Prescribes appropriate food packages

## Coordinator/Manager



Unity Health Care WIC, Washington, D.C.

- Encourages and supports breastfeeding promotion activities and training
- Allocates funding and resources for breastfeeding promotion and support

## Local Agency Peer Counselor



- Role model for breastfeeding
- Gives mother-to-mother support outside usual WIC clinic hours and environment

## Breastfeeding Coordinator

- Coordinates breastfeeding activities
- Oversees planning, implementation, evaluation, training, and community collaborations

## The WIC Designated Breastfeeding Expert



## Breastfeeding Welcome Here!

### Breastfed Babies Are Welcome Here!

Handout 1.3 - "Is Your Clinic Breastfeeding Friendly?"



Handout 1.3 - "Is Your Clinic Breastfeeding Friendly?"

## Module 1 How WIC Supports Breastfeeding

### Through the Eyes of WIC Mothers



*Hialeah WIC – Miami, FL*

### Summary

- How and why WIC promotes and supports breastfeeding
- Every person plays an important role as part of the WIC breastfeeding team
- Together we can improve the health of millions of mothers and babies