

WIC'S GOAL

- WIC's goal is encourage every mom to initiate breastfeeding and to encourage every mother to exclusively breastfeed.
- WIC now has Breastfeeding Peer Counselors to help moms meet these breastfeeding goals.



BREASTFEEDING FOOD PACKAGES

- WIC food packages have changed to better meet WIC participant nutritional needs, strengthen breastfeeding promotional efforts, and support the establishment of long-term breastfeeding.
- WIC provides incentives for initiation and continuation of fully breastfeeding mothers and infants:
 - Larger quantities of food and a \$10 voucher for fresh fruits and vegetables for breastfeeding mothers.
 - Baby food meats and larger quantities of baby food fruits and vegetables for breastfeeding infants.



BREASTFEEDING FOOD PACKAGES CONT.

Food Packages For Breastfeeding Mothers			
	Fully Breastfeeding	Mostly Breastfeeding	Some Breastfeeding
Cheese		NONE	NONE
Canned salmon or tuna		NONE	NONE
Whole Grain Bread or Brown Rice			NONE
Eggs			
Beans & Peanut Butter			
Juice			
Milk			
Cereal			
Fruit & Vegetables	 \$10	 \$10	 \$10
Duration	Up to <u>1 year</u> postpartum	Up to <u>1 year</u> postpartum	Up to <u>6 months</u> postpartum

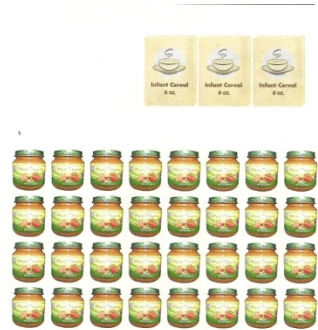
- Fully/exclusively breastfeeding moms get the most food and stay on the WIC program for as long as she is fully breastfeeding up to 1 year postpartum.
- If mom is only breastfeeding some or not breastfeeding, she is ineligible for the WIC program at 6 months postpartum.

* If you breastfeed less, your amount of food will be less



BREASTFEEDING FOOD PACKAGES CONT.

Fully/Exclusively Breastfeeding Package



Effective 2-1-10
F/V check for all women increase to \$10

Any Formula Package



Infant Cereal - 3 (8oz) Boxes



Baby Food - fruit/vegetable puree
32 (4oz) Jars

No WIC Training Clinic
10/19/09



WHO CAN HELP WITH BREASTFEEDING?

- WIC Breastfeeding Peer Counselors
- WIC Certified Breastfeeding Educators/Counselors
- WIC Lactation Consultant

- WIC staff are trained in breastfeeding to encourage moms to exclusively breastfeed and to help moms meet breastfeeding goals.

- Call 308-865-5353 for breastfeeding help





BREASTFEEDING PEER COUNSELORS

- A peer counselor is a WIC mom who has breastfed her own child and is trained to support moms in breastfeeding.
- A peer counselor can give:
 - Ways to get a good start with breastfeeding
 - Secrets for making plenty of breast milk for baby
 - Ways to breastfeed & return to work or school
 - Tips for how to breastfeed in public
 - Help with breastfeeding concerns
 - Ideas for getting support from friends & family
- A peer counselor:
 - Listens to moms
 - Contacts moms during pregnancy to teach breastfeeding and prepare for new baby
 - Helps with breastfeeding after baby is born
 - Shows moms where to get extra breastfeeding help



BENEFITS OF BREASTFEEDING

○ For Baby:

- Less illness
- Less ear infections
- Less allergies
- Less risk of obesity
- Less risk of cancers
- Less risk of SIDS
- Less intestinal problems
- Less orthodontic problems

○ For Mom:

- Faster return to pre-pregnancy size
- Less risk of cancers
- Less risk of depression & anxiety
- Special bond with baby
- Saves money



BREASTMILK

Much more...
Anti-Parasites
Anti-Allergies
Anti-Viruses
Antibodies
Growth Factors
Hormones
Enzymes
Water
Vitamins
DHA/ARA
Fat
Carbohydrates
Protein
Water

BENEFITS OF BREASTFEEDING CONT.

FORMULA

Water
Vitamins
DHA/ARA
Fat
Carbohydrates
Protein
Water

