

WIC's GOAL

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





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MAKES BREASTFEEDING WORK

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



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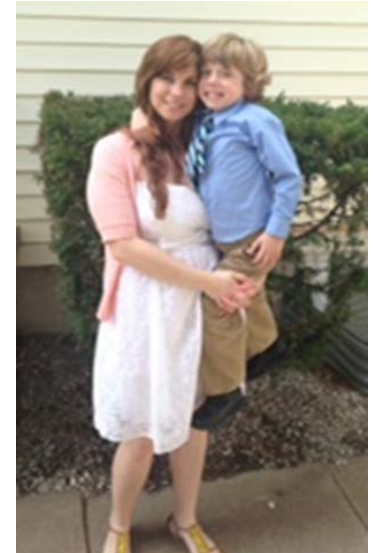
MAKES BREASTFEEDING WORK



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

