



United States
Department of
Agriculture

PARTNERING WITH WIC TO SUPPORT BREASTFEEDING



Everyone has a role to play in making breastfeeding the easiest, most convenient way for a mom to feed her baby. From hospital systems and retail stores to child care centers and faith-based groups, we can all work together to make breastfeeding the norm, create comfortable spaces for moms to breastfeed their babies in public, set up lactation rooms for moms to pump at work, and more.

We invite you to partner with WIC to help ensure moms have the support they need to breastfeed successfully. Here are some ideas for creating breastfeeding-friendly communities.



U.S. DEPARTMENT OF AGRICULTURE

**WIC
BREASTFEEDING
SUPPORT**

LEARN TOGETHER. GROW TOGETHER.

Businesses

- Use “[The Business Case for Breastfeeding](#)” and “[Supporting Nursing Moms at Work: Employer Solutions](#)” to create breastfeeding-friendly worksite initiatives and lactation programs at businesses.
- Establish quiet, private places for moms to breastfeed on-site.
- Place a sticker in the window of your physical location to establish your business as “breastfeeding-friendly,” meaning moms are welcome to breastfeed as they wish.
- Share WIC Breastfeeding Support materials with patrons. Hang posters, play campaign videos, or print and distribute the Breastfeeding Basics fact sheets.
- Promote breastfeeding in your community by creating a broadcast public service announcement to air on a local TV or radio station or develop an ad for billboards or bus stops.
- Write and place an op-ed in your local paper, explaining how your organization supports breastfeeding and calling on other businesses to do the same.

Health Professionals and Organizations

- Provide continuity of care in your community after a WIC mom is discharged from the hospital. Support and encourage the Baby-Friendly Hospital initiative in your community.
- Promote access to breastfeeding experts in your community.
- Distribute WIC Breastfeeding Support resources to healthcare providers.
- Participate as a guest speaker at in-service breastfeeding trainings for WIC, Early Head Start, Healthy Start, and/or hospital labor and delivery, postpartum, and newborn nursery staff.
- Arrange to speak to a college or university dietetics, public health, or medical class.
- Share the “Partnering with WIC for Breastfeeding Success” video with local healthcare professionals and organizations.
- Spread the word about breastfeeding by writing a blog, sharing social media messages, or authoring a column for a hospital newsletter.

Community-Based Organizations

- Start a support program for breastfeeding moms.
- Designate your organization as breastfeeding-friendly and invite women to breastfeed openly, whether it’s a library, community center, place of worship, or other organization women may frequent.
- Promote the campaign and its resources by distributing materials, hanging posters, or linking to the WIC Breastfeeding Support website, WICBreastfeeding.fns.usda.gov.
- Organize trainings for local businesses or child care workers on how they can support breastfeeding.
- Sponsor a breastfeeding information booth at a community or State health fair.
- Share the “Creating Community Partnerships for WIC Breastfeeding Support” video with local community-based organizations.
- Establish a referral network that identifies local area breastfeeding help and resources such as WIC clinics, hospitals, and pediatric groups.
- Share WIC Breastfeeding Support resources with local support groups or clubs for working, teenage, and/or new moms.

1-800-WIC-1007

Want to join WIC in building a breastfeeding-friendly community?

Please contact your **WIC State breastfeeding coordinator**.

www.mass.gov/wicbreastfeeding

