

*Think
Breastfeeding...*

Think WIC.

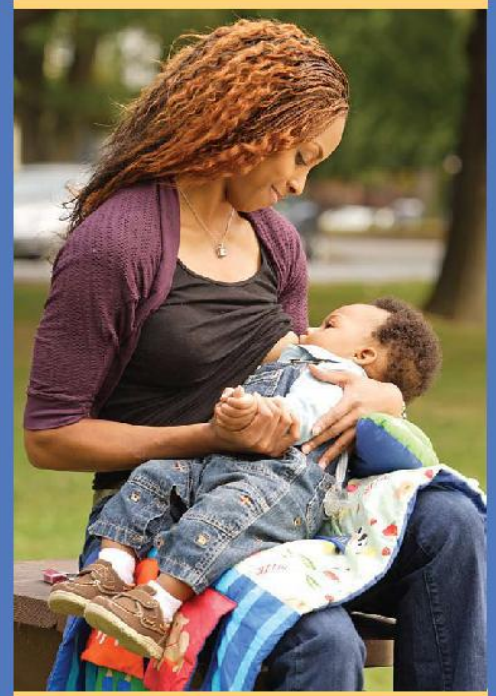
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New York State WIC Program

Breastfeeding...
TOOLKIT FOR HEALTHCARE PROFESSIONALS

For My Baby. For Me.



NEW YORK STATE DEPARTMENT OF HEALTH

WIC is...

A supplemental nutrition program serving:

- Low income
 - up to 185% of poverty level (\$42,643 for a family of 4)
 - Many working families qualify
- NYS residents
- who are: pregnant, breastfeeding, postpartum women, infants and children under 5 years
- at nutritional risk





WIC provides...

Food

- Specific foods each month that are designed to supplement diets with specific nutrients

Nutrition Counseling

- To assist families in achieving better health outcomes

Referrals

- To health care providers and other health resources

Lactation Support

- IBCLC and/or CLC trained Breastfeeding Coordinators, Peer Counselor Program, trained WIC staff and breast pumps

Changing the Culture One Baby at a Time...



Every WIC agency supports moms with:

- Highly trained staff (CLC and/or IBCLC available)
- Peer Counselor Support
- Breastfeeding assessments conducted by trained staff
- Training on manual expression of breastmilk
- High quality breast pumps to meet mom's needs**
- Pump instruction and continued support

**Manual, personal use electric and hospital grade electric pumps are available. Pump issuance is based on WIC breastfeeding assessment. Assessment will review: medical needs, return to work/school plans, and participant goals for breastfeeding.


A Peer Counselor is...

- A mom with breastfeeding experience
- from the same community and socio-economic background

An evidence-based intervention that works...


- BF initiation rates increase 10-20% with implementation of PC program
- 86% of the women who are assigned a PC initiate BF

It's all about **Moms helping Moms**



Ask about our breastfeeding peer counselors.
Breastfeeding...it's what we do.

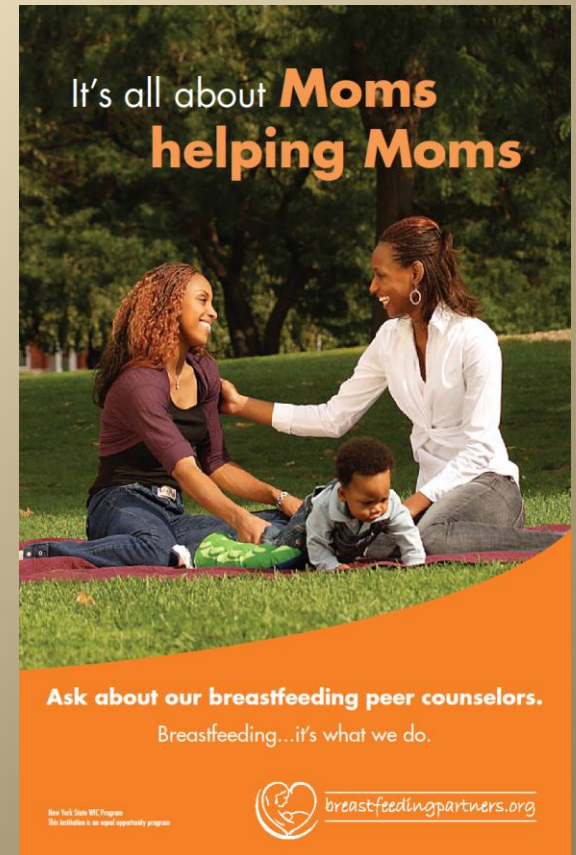
New York State WIC Program
This institution is an equal opportunity program.

 breastfeedingpartners.org

Mom to Mom Support...

Peer Counselors:

- Work under the supervision of the WIC agency's Breastfeeding Coordinator (CLC or IBCLC)
- Are trained within a scope of practice
- Contact mothers during pregnancy and continue until breastfeeding stops.
- Available beyond the usual clinic hours and environment



Please visit our Websites...

www.breastfeedingpartners.org

www.health.ny.gov/breastfeeding

