

WORLD BREASTFEEDING WEEK AUG 1-7 2021

PROTECT BREASTFEEDING: A SHARED RESPONSIBILITY



Good Health

Mothers who breastfeed are less likely to have breast and ovarian cancer, type II diabetes, & postpartum depression. Breastfed infants are less likely to be obese, have type II diabetes, asthma & sudden infant death syndrome (SIDS).



Peace & Social Justice

WIC contributes to breastfeeding social justice through quality breastfeeding education & providing referrals for mental health. The WIC community voices strong support for maternal and paternal leave rights and breastfeeding in public.



Reduced Inequalities

Research shows that WIC's peer counselors increase breastfeeding initiation & duration rates among all participants, especially for Black families. Breastfeeding provides an equal start for all.

