

## Breastfeeding Promotion and Support in WIC

"Research has shown that there is no better food than breast milk for a baby's first year of life. Breastfeeding provides many health, nutritional, economical and emotional benefits to mother and baby. Since a major goal of the WIC Program is to improve the nutritional status of infants, WIC mothers are encouraged to breastfeed their infants. WIC has historically promoted breastfeeding to all pregnant women as the optimal infant feeding choice, unless medically contraindicated. "

Quoted from [www.fns.usda.gov/wic/Breastfeeding/mainpage.HTM](http://www.fns.usda.gov/wic/Breastfeeding/mainpage.HTM)

### **Introducing Fulmont Community Action Agency WIC Program Breastfeeding Peer Counselor for Support and Assistance with Breastfeeding:**

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#### **MOST FREQUENTLY ASKED QUESTIONS about Breastfeeding**

1. Can I run out of milk?  
NO, as long as you are feeding the baby frequently, every 1-3 hours you will not run out of milk.
2. How can I tell if my baby is getting enough milk?  
As long as baby is gaining weight, wetting and soiling diapers and you can see baby swallowing then you know baby is getting enough.
3. Can I do both breastfeeding and formula?  
Yes, try and make breastfeeding a priority and if you find yourself in a situation where you can't then by all means it is safe and okay to feed formula.

#### **FACTS OF BREASTFEEDING**

1. Full breasts make milk more slowly, drained breasts make milk faster; the key is to not wait until breasts are full (engorged) to pump and/or breastfeed, they should be flaccid, this is normal. Also, a full breast is harder for baby to latch on to.
2. Pumping produces less milk than actual breastfeeding. The action of the baby sucking is much more natural than a mechanical pumping action. Having the baby close to you, skin to skin, enhances your hormones to produce more milk. It is a good idea to have baby as close to you as possible while pumping.
3. If you have a jaundiced baby, breastfeeding frequently will actually help eliminate the bilirubin from baby's body faster.



### QUOTES FROM BREASTFEEDING WIC MOMS

"I have breastfed all five of my babies, it's so convenient, nice and warm, perfect balance of nutrients and it comes in a cute package."

"Breastfeeding is so beneficial to the baby's health, you develop a strong bond and this is something only you are able to do."

"Best for the baby, it is the natural thing to do."

"Why formula when you already have what the baby needs on your own body."

"Each baby is different regarding their frequency of feedings, breast milk helped relieve reflux because it digested faster."

"Breastfeeding is easy, you don't spend money on formula and you burn calories - why wouldn't you breastfeed?"

### A MOM'S STORY

"My baby was extremely sick at 4 months with bleeding lips and other issues, she was very ill. She was put in isolation at Albany Medical for 5 days but she was still able to breastfeed through her illness. I believe it was breastfeeding that helped her because of the antibodies; no matter how sick she was she continued to nurse and never lost any weight."

## WIC WORKS

New York State WIC Program (NYS WIC)

Mission Statement

"The NYS WIC Program is an adjunct to health care programs that seeks to improve the nutrition and health status of low income women, infants and children. NYS WIC's mission is to reduce and prevent obesity by providing:

- \*supplemental nutritious food
- \*participant centered nutrition and health education
- \*referrals to healthcare and other services"

### OF CURRENT INTEREST...

"Intake of Juice Should Be Limited to 4 to 6 ounces Per Day for Children 1 to 6 Years Old" - American Academy of Pediatrics 2007

Why Limit Juice:

- \*Crowds out more nutritious foods
- \*Contributes to tooth decay and malnutrition



## **HEALTHY LIFESTYLE**

Being active keeps us strong and healthy at every age. Try active play with your children such as "duck, duck, goose" or "follow the leader". There are several parks and playgrounds available in the area also.

Enjoy the 4 seasons of Fulton and Montgomery counties ... hiking, lakes, playing in the snow.

Limit "screen time" to less than 2 hours per day.

Visit <http://www.myplate.gov> and <http://www.eatright.org> for more health and nutrition information.

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