EMPOWERING PARENTS

WIC provides moms & caregivers with information regarding their state’s workplace breastfeeding policies.

ENABLING BREASTFEEDING

The WIC community advocates for breastfeeding friendly policies on the national, state, and local landscape.

PROTECT

WIC promotes breastfeeding as the optimal feeding choice for participating families.

PROMOTE

WIC supports breastfeeding through educational materials, classes, support groups, hotlines, and peer and professional lactation support staff.

SUPPORT

WIC Breastfeeding Peer Counselors support mom in her breastfeeding journey.