

Loving  support
makes breastfeeding work



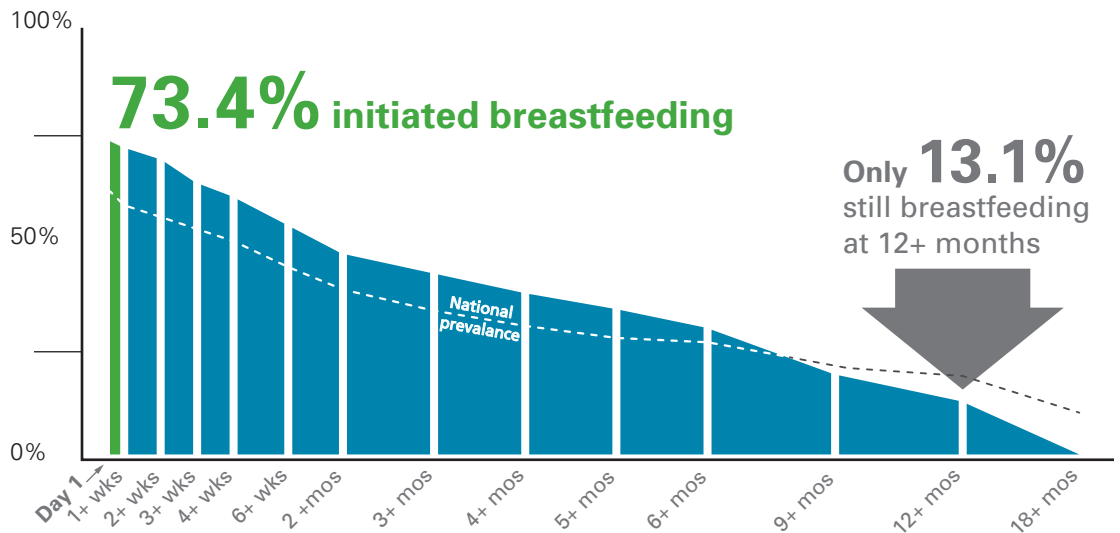
Breastfeeding.

Natural, Biological, Instinctual. Challenging.

Most mothers and babies would breastfeed longer...

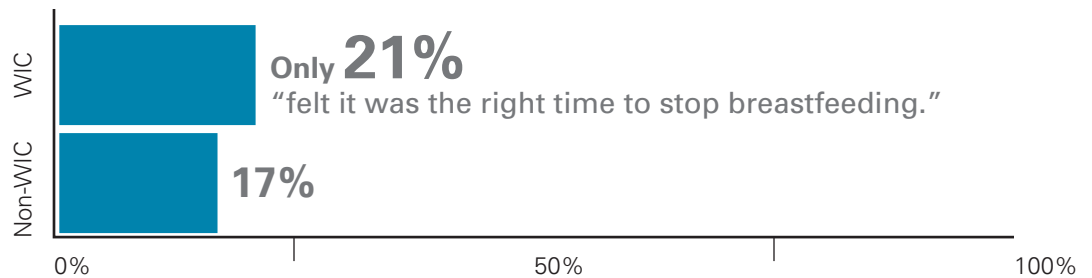
Breastfeeding duration in Vermont¹

Intention is strong, but does not reflect confident commitment.



Of moms surveyed postpartum:²

Mothers face many challenges that often lead them to stop breastfeeding before they are ready.



It is a mother's confident commitment³ to breastfeed that helps her weather whatever challenges she may face. Women need:

1.

Confidence in the process of breastfeeding

2.

Confidence in their ability to breastfeed

3.

Commitment to making breastfeeding work despite obstacles

1) 2009 Pediatric Nutrition Surveillance

2) Vermont Pregnancy Risk Assessment Monitoring Systems 2004-2006

3) Avery A, Zimmermann K, Underwood PW, Magnus JH. Confident Commitment Is a Key Factor for Sustained Breastfeeding. BIRTH 2009; 36(2):141-148.



Early breastfeeding success is key.

A few minutes at each visit to talk about breastfeeding can build mom's confidence and strengthen her commitment.

Knowledge

+

Support

+

Confidence

=

Success 



Talk to moms about breastfeeding plans
Keep up to date on breastfeeding best practices



Give mothers the telephone number for the
breastfeeding expert in your practice
Refer to community breastfeeding supports



Encourage moms to use "My Breastfeeding Checklist"
to prepare for common challenges
Offer supportive words



When mothers and children are healthy, the whole community benefits.

WIC Can Help. Every step of the way.

- **NEW WIC food packages for breastfeeding moms** include lots of fresh fruits and vegetables, whole grains, and other healthy foods to help moms eat well.
- **Peer counselors** for moms that would like a little more personalized support.
- **Referrals to lactation consultants** and other support services.
- **Breastfeeding groups** where moms can come for help and meet others just like them.
- **Breastpumps and other supports** to help transition back to work or school.
- **Nutrition counseling** for all stages of pregnancy, breastfeeding, and baby's first years.
- **Continuing care and information** throughout early childhood.

WIC also provides physicians with patient and staff breastfeeding resources, and training to support evidence based breastfeeding competencies.

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WIC WOMEN
INFANTS
CHILDREN
We nourish families.

 **VERMONT**
DEPARTMENT OF HEALTH