

August is Breastfeeding Awareness Month

What is breastfeeding awareness?

- ❖ A Reminder.
 - Breastfeeding awareness is a reminder that breastfeeding a baby is the most natural way for a baby to eat.
 - Breastfeeding awareness is a reminder that breastmilk is made specifically for each baby.
 - Breastfeeding awareness is a reminder that there is support for all breastfeeding moms and their children.
- ❖ An Opportunity.
 - Breastfeeding awareness is an opportunity to encourage.

What is WIC doing about breastfeeding awareness?

1. WIC Supports.
 - WIC supports moms and their children, as they make choices about food.
 - WIC supports all breastfeeding moms and their children. A mom does not have to participate in WIC to receive breastfeeding support and information. She does not have to be eligible for WIC to inquire or receive breast feeding support from WIC. WIC is available to answer questions or help any mom find answers for her breastfeeding questions.
2. WIC Assists.
 - WIC assists moms and their children when they need information about how to breastfeed.
 - WIC assists moms and their children when they face challenges breastfeeding and helps them find solutions.
 - WIC assists with the purchase of healthy foods for a participating mom, while she is breastfeeding.
3. WIC Loans.
 - WIC can loan a participating mom a breast pump or help her get one through insurance, if her insurance offers that benefit. WIC can help a mom who is not a WIC participant contact her insurance company if she needs help checking her benefits regarding breast pumps.
4. WIC Gives.
 - WIC gives information about how important breastmilk and breastfeeding is for both baby and mom.

To celebrate breastfeeding awareness, Meigs County Health Dept.'s WIC Program will be visiting regional maternity wards in support of new moms in our community. This month, Breastfeeding Awareness Month, we get the opportunity to celebrate every baby and the special bond between mother and child.

To contact Meigs County Health Dept.'s WIC Program, which is located at 112 E. Memorial Drive, Suite A, Pomeroy, OH, call us at 740-992-0392 (Monday through Friday from 8AM-noon and 1-4PM).

Stacy Paul



WIC Breastfeeding Peer