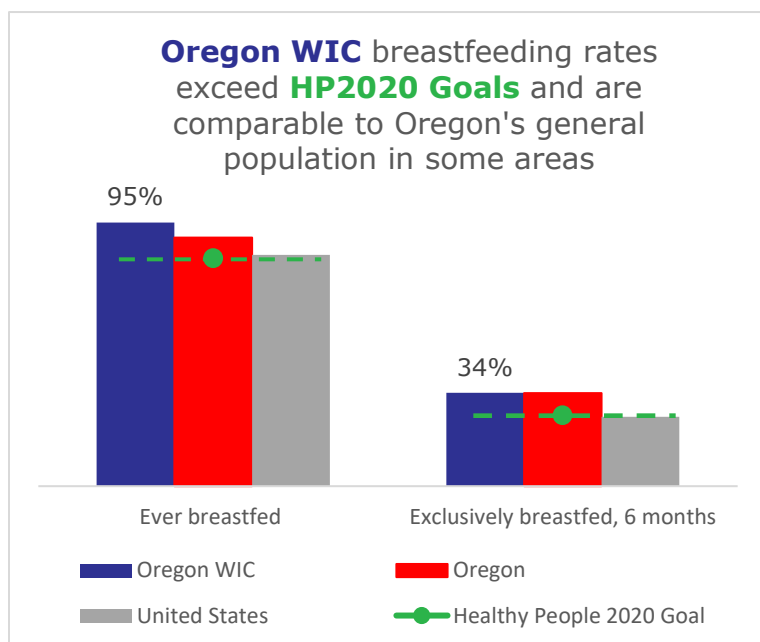




Oregon WIC Breastfeeding Support & Education



Oregon's breastfeeding rates are some of the highest in the nation and exceed all of the Healthy People 2020 breastfeeding benchmarks. The data indicates that lower-income women in Oregon initiate and sustain breastfeeding at a rate comparable to higher income women, whereas in most other states there is a wide gap between these two groups. Oregon WIC promotes breastfeeding as the norm for infant feeding. WIC has taken multiple policy steps to align daily clinic operations and implement evidence-based strategies to protect and support breastfeeding. Here are a few ways we support breastfeeding services in WIC:



- **Professional lactation services**

Twenty local WIC staff are International-Board-Certified Lactation Consultants (IBCLC).

- **Prenatal breastfeeding education**

Each month, WIC clinics provide numerous prenatal breastfeeding preparation classes statewide.

- **Peer support for breastfeeding**

Breastfeeding peer counselors provide additional support in 7 local WIC agencies.

- **Education of health professionals** - The State WIC staff teach a free 3-day Breastfeeding Basics class twice a year. The class is open to staff from WIC, Head Start, Healthy Start, public health nursing programs and hospitals.

- **Enhanced food package** - Women who exclusively breastfeed their infants receive an enhanced WIC food package designed to meet their higher nutritional needs.

- **Breast pumps** - Local WIC agencies can provide manual, personal, double and hospital-grade breast pumps to WIC participants who do not qualify for a pump through their insurer.

Check out the Oregon [Public Health Division breastfeeding webpage](#). It offers information on breastfeeding training opportunities, data, promotional materials, information on returning to work and much more.