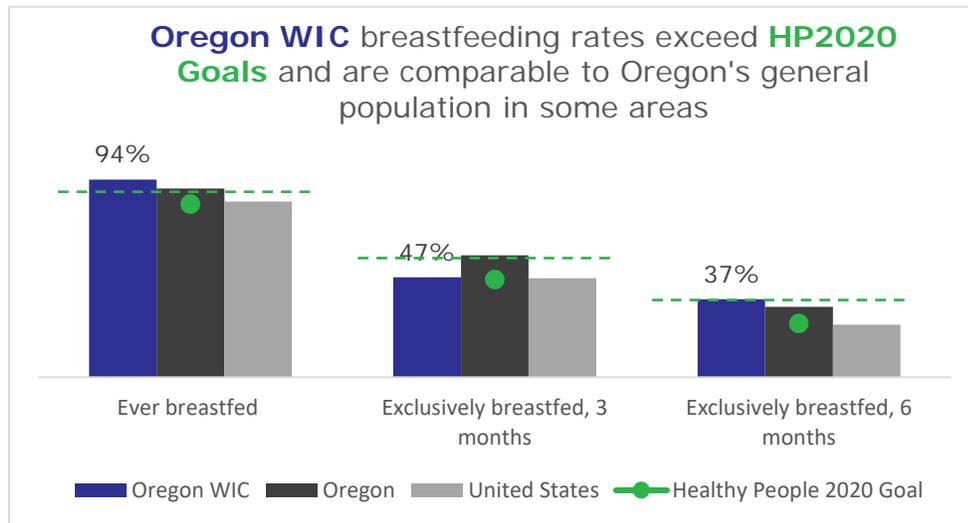




Oregon WIC Breastfeeding Rates, Support & Education



Oregon's breastfeeding rates are some of the highest in the nation and exceed all of the Healthy People 2020 breastfeeding benchmarks. The data also indicates that lower income Oregon women initiate and sustain breastfeeding at a rate comparable to higher income women. Most states have a wide gap between these two groups.



Oregon WIC promotes breastfeeding as the norm for infant feeding. WIC has taken policy steps to align daily clinic operations and implement evidence-based strategies to support breastfeeding. Here are a few ways WIC is supporting professional development and quality education for our participants.

- **Professional lactation support** - One-third of WIC's Breastfeeding Coordinators have their International Board-Certified Lactation credential. Every year, new WIC staff receive this certification.
- **Prenatal breastfeeding education** – Many WIC clinics provide prenatal, monthly breastfeeding preparation classes that offer families support for breastfeeding statewide.
- **Peer support for breastfeeding** – WIC hires and trains women as WIC peer counselors. These peer counselors have been on WIC and have successfully breastfed a child and offer support to other women who want to breastfeed. This successful program is offered in 8 local WIC agencies.
- **Education of partners and staff** – All WIC staff are trained in one of four different levels of breastfeeding education. State WIC staff also teach a 3-day Breastfeeding Basics class that is open to WIC staff, in addition to partners from Head Start, Healthy Start, and public health nursing programs.
- **Enhanced food package** - Women who exclusively breastfeed their infants receive an enhanced food package designed to meet their 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.
- **Community Engagement** – Many local WIC agencies are actively involved in community breastfeeding coalitions and activities.