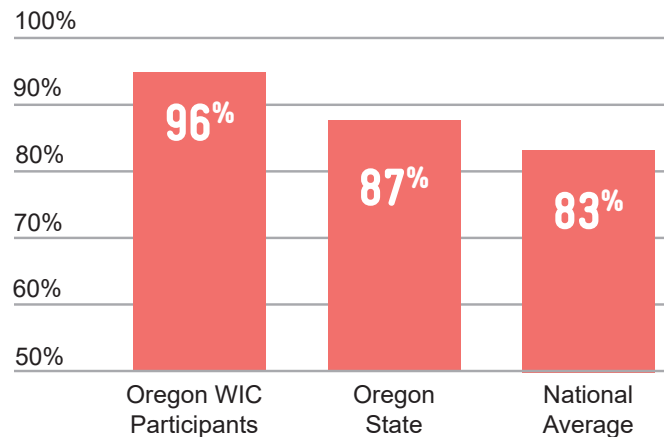


Breastfeeding support and education is a foundational pillar of the WIC program and is integral to program structure. WIC provides breastfeeding expertise, including education and professional development in breastfeeding for staff and partners including Head Start, Healthy Start, public health nursing programs and hospitals.

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. Oregon's breastfeeding rates are some of the highest in the nation.

WIC has placed high priority on maintaining breastfeeding services during the pandemic. Agencies have pivoted service delivery by providing breastfeeding education and support through increased use of texting, telephone, and virtual meeting platforms.

## PERCENT EVER BREASTFED



Data source: Oregon WIC data, CDC Breastfeeding Report Card: <https://www.cdc.gov/breastfeeding/data/reportcard.htm>

### WIC PROVIDES THE FOLLOWING DIRECT BREASTFEEDING SUPPORT FOR PARTICIPANTS:

- **Professional lactation services:** latch and positioning support for mother and infant, managing lactation problems, preparation for return to work or school.
- **Peer support for breastfeeding:** Half of all Oregon WIC participants are enrolled with WIC agencies offering Peer Counseling programs which provides mother-to-mother support for breastfeeding.
- **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.

More than one-fourth of WIC's Breastfeeding Coordinators are International Board-Certified Lactation Consultants (IBCLCs). IBCLC professionals have advanced training and expertise in clinical management of complex lactation problems.

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.